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**Fourth Semester MBA Degree Examination, June/July 2011**  
**Rural Marketing**

Time: 3 hrs.

Max. Marks:100

**Note: 1. Answer any FOUR full questions from the Q.No.1 to 7.**  
**2. Question No. 8 is compulsory.**

- 1 a. What are the different components of rural marketing? (03 Marks)  
b. Write about classification of rural markets. (07 Marks)  
c. How are the rural markets different from urban markets? (10 Marks)
- 2 a. What is e-rural marketing? (03 Marks)  
b. What is rural market index? (07 Marks)  
c. Discuss the various factors affecting rural marketing environment. (10 Marks)
- 3 a. What is the occupation and income generation pattern of rural people? (03 Marks)  
b. How diffusion of innovation takes place in rural markets? (07 Marks)  
c. What are the factors affecting rural consumer behaviour? (10 Marks)
- 4 a. Who are the major opinion leaders in rural areas? (03 Marks)  
b. What is PRA? What are the advantages of PRA? (07 Marks)  
c. What are the limitations of rural research? (10 Marks)
- 5 a. What is the 4A approach of marketing mix in rural markets? (03 Marks)  
b. Discuss the various rural product categories. (07 Marks)  
c. Discuss in detail the evolution of rural distribution system. (10 Marks)
- 6 a. What are the different categories of fake brands? (03 Marks)  
b. Rural people have different characteristic than their urban counterparts, because of which marketers have to adopt different types of communication strategy for the rural markets. What are the challenges marketers face in rural communication? (07 Marks)  
c. What are the different classes of rural media? (10 Marks)
- 7 a. What is PDS distribution? How it helps the rural people? (03 Marks)  
b. Explain brand building in rural India, with example. (07 Marks)  
c. You are a financial services marketer. How will you design an effective communication strategy in order to reach maximum rural customers? (10 Marks)

Important Note : 1. On completing your answer compulsorily draw diagonal cross lines on the remaining blank pages.  
2. Any revealing of identification number, appeal to evaluator and/or equations written eg. 42+8=50, will be treated as malpractice.

**CASE STUDY**

TAFE has emerged as the second largest tractor manufacturer in the country in the last fiscal, displacing Punjab Tractors Ltd. (PTL), which supplied to fourth place. In terms of sales, the company was placed only next to market leader Mahindra and Mahindra, which saw a sales jump of about 32% to 65,390 units in the year. TAFE, a unit of Chennai-based Amalgamations group, improved its sales by about 36% in the last fiscal to 33,848 units as compared to 24,895 units in the previous year, according to data compiled by the Tractor Manufacturer's Association (TMA) showed.

The company's market share also saw an increase in the year to about 13.67 % from 12.98 % in the previous year. This market share may jump to more than 20% in the current year if TAFE goes ahead with its proposed acquisition of the tractor business of Eicher motors.

Meanwhile, PTL despite a jump in sales of about 18.4 % to 30,330 units in 2004-05, as compared to 25,602 units in the previous year, saw a drop in market share by about one percent in the year.

Escorts Ltd. however, maintained its position as the third largest tractor manufacturer in the country with a sales increase of 24 % to 31,696 units in 2004-05.

Overall the tractor industry recorded a growth of about 30% to 247, 531 units in 2004-05 up from 1,91,673 units in the previous year.

Going by the current trends, market analysts forecast that the industry would touch its all time high level of about 2,70,000 units in the current year.

Tractor sales, it may recalled, fell from 2,70,000 units in 1999-2000 to 1,70,000 units in 2002-03. But the year 2003-04, helped by good monsoons, saw a revival in the industry, with sales growing by 10.5% to 1.9 lakh units.

The major factors driving the industry last year have been easy availability of finance (with a reduction in interest rates) and good cash flow to the farmer, besides pent-up demand over the past two-three years. The inventory position too has improved drastically.

**Questions :**

- a. Discuss the role of farm equipment in today's agriculture operations. (05 Marks)
- b. How can the Indian farmers get to the mechanized farming at low cost? (05 Marks)
- c. How the improved farming practices help the farmers to improve their economic status? (05 Marks)
- d. What role does the equipment manufacturers and the government can play in providing mechanized farming at low cost? (05 Marks)

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