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**Fourth Semester MBA Degree Examination, June / July 2014**  
**Rural Marketing**

Time: 3 hrs.

Max. Marks:100

**Note: 1. Answer any THREE questions from Q.No. 1 to Q.No. 6.**  
**2. Question No. 7 and 8 are compulsory.**

- 1**
- a. What do you mean by Agrarian economy? (03 Marks)
  - b. What are 4As of rural market? Explain. (07 Marks)
  - c. "Future lies in rural markets". Discuss with illustration. (10 Marks)
- 2**
- a. List out any three rural development programme. (03 Marks)
  - b. What are the problems of rural marketing? (07 Marks)
  - c. Discuss the promotional strategies followed in rural markets along with the types of discounts offered. (10 Marks)
- 3**
- a. Write a note on land topography. (03 Marks)
  - b. Explain rural market index which is used to rate and collection of un Quest data. (07 Marks)
  - c. Computer are being introduced in Indian villages to propagate information on market and agricultural activities. Will this help in Indian rural market? How? Explain your view. (10 Marks)
- 4**
- a. What is Diffusion of innovation? (05 Marks)
  - b. Discuss the tractor marketing in Indian rural market. (05 Marks)
  - c. Discuss the influence of group variables like reference groups and family for rural consumer of i) Motor cycles ii) Insurance policy. (10 Marks)
- 5**
- a. Mention four levels of products. (05 Marks)
  - b. Explain consumer adoption process in rural area. (05 Marks)
  - c. Develop a strategy to glamorize the rural marketing. (10 Marks)
- 6**
- a. Explain the relevance of symbols, pictorial, representation, music and rhythm for designing rural promotion. (10 Marks)
  - b. Suggest some possible areas where rural marketing research would find increasing application in India. (10 Marks)
- 7**
- a. What role does NGO played to develop rural markets in India? (05 Marks)
  - b. "Development of hi – tech commercial horticulture in identified belts" is the objective of Natural Horticulure Board. Explain its achievements. (05 Marks)
  - c. Name few organizations involved in carrying out rural marketing. What special tools have been developed by them for improvement of rural markets? Give example. (05 Marks)
  - d. Share your experience in rural periodic markets or Shandies. (05 Marks)

**8 CASE STUDY : Compulsory**

It is Dussehra and Diwali time and over 500 rural sales executives of Hero dealers are now busy meeting the Sarpanch, the head master and the anganwadi workers in village all over the country. They are also visiting potential customers at their homes, inviting them to drop in at the company's dealership which might be located a few kms away.

Says senior Vice president , Hero. "We are confident of surpassing last year's sales of two wheelers during Dussehra and Diwali by a long shot". The company is ready to roll out its on – ground activation for the rural customers and has doubled its touch – points in rural areas from 2,000 in 2006 to nearly 4,000. The on – ground activation is actually the last leg of Hero's rural marketing efforts. The first leg is its Usage and attitude studies, which are conducted by the company's in house research team once in every two years. The study captures every aspect of the potential customer's lives. It tracks aspects like the level of awareness of brand Hero. The current modes of transportation, what is the expectation of the customer from motorcycle etc.

The company is also doing Rural foot print studies on a quarterly basis, Thirdly, to ensure that the village customer doesn't postpone buying a two wheeler just because there's no cash in hand. Hero has entered into numerous vehicle finance. The company banks on good old Doordarshan for this. DD's reach in the rural areas is a good enough bet to reach the target customers.

The DD campaign seeks to build an ongoing relationship with millions of households in rural India. The company had decided to seize the latent potential of this market by launching some of its entry – level products which are tailored to suit the needs of the rural consumer like adjustable suspension, strong headlights and good ground clearance.

Reasons that are good enough for rural sales contributing 45 percent to the company's overall annual sales.

**Questions :**

- a. Analyze the rural marketing strategy of Hero motor corp. **(10 Marks)**
- b. What is the potential for two wheelers in Indian rural market? **(10 Marks)**

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