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12MBAMM415

Fourth Semester MBA Degree Examination, June/July 2015
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. Define Rural Marketing. (03 Marks)
b. Explain Consumer buying process. (07 Marks)
c. Discuss the rural marketing environment. (10 Marks)
- 2 a. Write a note on PDS. (03 Marks)
b. Differentiate between rural and urban marketing. (07 Marks)
c. Explain the distribution system in Rural India. (10 Marks)
- 3 a. What are Haats and Melas? (03 Marks)
b. Briefly discuss classification of rural markets. (07 Marks)
c. Explain future of rural marketing. (10 Marks)
- 4 a. What is Stickiness in rural marketing? Give an example. (05 Marks)
b. What are prerequisites for Effective segmentation? (05 Marks)
c. What are the five levels of products? Explain. (10 Marks)
- 5 a. Write a note on e – rural marketing. (05 Marks)
b. Explain diffusion of Innovation in rural marketing, with an example. (05 Marks)
c. Discuss the problems in rural marketing. (10 Marks)
- 6 a. Discuss the fakes market with examples. (05 Marks)
b. Explain the steps in Developing Effective Communication in Rural Market. (15 Marks)
- 7 a. HUL intends to launch 'branded chula' into the rural market and rural population offers its challenges in collecting the required information. Suggest a method of data collection which is simple and uses appropriate scales. [PRA approach]. (05 Marks)
b. Petrol pumps extension counters and E – choupals are changing the way the rural people buy. It is affecting the traditional Haats and Mela's. Substantiate. [rural retail outlets and development]. (05 Marks)
c. Mayawati is from interiors of Bidar. She influenced her family to buy Samsung TV instead of LG preferred by the family. She also helped the family to take the housing loan and supports the family meeting their daily needs. [Role of rural women]. (05 Marks)
d. Indian Biscuits industry witnessed an increased price of the input materials by 10-12 percent and other associated cost also has gone up. Surya Foods and Agro Ltd has to face a stiff competition with Parle, ITC, Britannia and others. Suggest what should be the focused strategies for Surya foods. [Focused marketing strategy]. (05 Marks)

8 CASE STUDY :

HUL pilot tested its latest information technology based marketing initiative, the I – Shakthi in Nalagonda district of Andhra Pradesh by installing net enabled computers in the home of Shakthi – dealers. (Shakthi dealers are the members of the ‘project shakthi’, an innovative distribution system which has involved by Hindustan Unilever Limited).

This is an IT based rural information service that provides solution to the key requirements of rural people in the areas of Education, Vocational, Training, Agriculture, Health and Hygiene.

There is also an option of E – learning, to prepare pickle and curry powders. It provides information on crop protection, weather forecasting, cropping patterns in different weathers and integrated pest management.

Hewlett Packard provided the low cost software and unilever London developed the consumer interactivity software, but the language content was developed locally by out sourcing.

Questions :

- a. Discuss the challenges the Hindustan Unilever Limited in promoting and implementing the concepts. (05 Marks)
- b. Discuss the benefits of this model. (05 Marks)
- c. Identify some non conventional media through which concept can be promoted. (05 Marks)
- d. List out other IT initiative in the rural market by various institutions. (05 Marks)
