

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (AM) SEMESTER 09 - EXAMINATION – SUMMER-2018

Subject Code: 4190522**Date:01/05/2018****Subject Name: Rural Marketing****Time: 2:30 PM To 5:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) What do you understand by the term 'rural markets'? Discuss with the help of examples the marketing challenges presented by rural markets. **07**
- (b) Briefly discuss the rural environment in terms of the infrastructure available for marketing. How does this environment affect the marketing decisions and opportunities? Explain with reference to marketing of banking services **07**
- Q.2** (a) How do factors like social class, reference groups and lifestyle vary between urban and rural markets? What implications do these differences have for a marketer of consumer products? Explain. **07**
- (b) Discuss the major differences between urban and rural market research. You have been asked to assess the market acceptance for an economy range of personal care products in villages of North India. What sources of secondary data and primary data will you use for your market research? Briefly explain. **07**
- OR**
- (b) What are the key behavioral dimensions that must be considered while planning rural distribution strategy? Explain with respect to: **07**
- (a) Economy range of detergents, and
- (b) Cold drinks
- Q.3** (a) As the product manager of an established consumer goods company, how would you handle the menace of spurious brands in the rural markets? **07**
- (b) Analyze the impact of co-operative societies on rural marketing? **07**
- OR**
- Q.3** (a) What, in your view, are the sales promotion tools most likely to succeed in rural markets? Justify your answer. **07**
- (b) Discuss the influence of culture on the buying behaviour of rural consumers, giving suitable examples. **07**
- Q.4** (a) Explain the important communication concepts relevant to the rural markets. What is the significance of usage of symbols and pictures, colour and music in rural marketing communication? Discuss with suitable examples. **07**
- (b) Discuss the specific packaging adaptations that may be required to be made when consumer products are specifically targeted at the rural markets. **07**
- OR**
- Q.4** (a) How has Information Technology impacted rural marketing practices? Discuss with the help of suitable examples. **07**

- (b) What are the important media vehicles specially suited for advertising and promotion in the rural markets? Having identified the rural market potential, your company is keen to promote its economy range of cooking gas stoves in the rural market. What is the media mix you would suggest to the company and why? **07**
- Q.5** (a) A leading expert on the telecom market comments that "The telecom companies would need to think of different strategies to cater to rural India. The demands of rural India are dramatically different from those of Urban India". **07**
(a) Do you agree with the comment of the telecom expert given above? Justify your answer.
(b) Suggest some specific marketing mix strategies for rural markets.
- (b) Write short notes on any two of the following: **07**
(i) Role of retailers in rural distribution
(ii) Significance of periodic markets like Haats and Melas
(iii) Behavioral aspects in rural distribution
(iv) Physical distribution decisions for the rural market
- OR**
- Q.5** (a) A new company is entering the market and has conducted a research which revealed that urban and city sales are declining and hence all manufacturers are trying to concentrate on rural markets. The company plans to customize its products with special attention to rural markets. Suggest a suitable marketing strategy to the company for entering rural markets. **07**
- (b) Write short notes on any two of the following: **07**
(i) Hierarchy of markets for rural consumers
(ii) Role of regulated markets or Mandis in rural distribution
(iii) Place of purchase decision in the rural markets
(iv) Thomson rural market index
