www.InyaTrust.com

USN | | | | | | | | | | |

10MBAMM415

Fourth Semester MBA Degree Examination, June 2012
Rural Marketing

Time: 3 hrs. Max. Marks:100

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

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

1 a. Define rural marketing. **(03 Marks)**
b. What are the major problems in rural India? **(07 Marks)**
c. Differentiate between Rural and Uban markets. **(10 Marks)**

2 a. What are the challenges for markets in rural India? **(03 Marks)**
b. Explain the factors influencing rural consumer behaviour. **(07 Marks)**
c. Discuss the various factors affecting rural marketing environment. **(10 Marks)**

3 a. What are the constituents of rural market? **(03 Marks)**
b. Write the characteristics of rural consumer. **(07 Marks)**
c. Discuss the attributes of rural researchers in identifying suitable places for conducting research and explain the limitations of rural research. **(10 Marks)**

4 a. Who are the major opinion leaders in rural areas? **(03 Marks)**
b. Discuss the rural product-categories. **(07 Marks)**
c. Describe the basis of segmentation in rural markets. **(10 Marks)**

5 a. What are fake brands? **(03 Marks)**
b. Explain brand building in rural India with examples. **(07 Marks)**
c. Discuss any two emerging distribution models. **(10 Marks)**

6 a. Write a note on Haats. **(03 Marks)**
b. Briefly discuss about non-conventional media in rural markets. **(07 Marks)**
c. Write short notes on Video Vons and Mandi? **(10 Marks)**

7 a. What is stickiness? **(03 Marks)**
b. Explain the structure of competition in rural India. **(07 Marks)**
c. Describe the future of rural marketing in brief. **(10 Marks)**

8 Case Study:

A company producing a complete range of consumer durables has decided to promote the following products in Rural market:

i) Pressure cookers
ii) Mini generators
iii) TV sets
iv) Sewing machines.

What are the non-conventional media options that you would suggest to the company as a rural marketing consultant, in each case and why? **(20 Marks)**

* * * * *

www.InyaTrust.com