

MANAGEMENT PROGRAMME

Term-End Examination

December, 2014

MS-611 : RURAL MARKETING

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

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- Note :**
- (i) *Attempt any three Questions from Section A.*
 - (ii) *Section B is compulsory.*
 - (iii) *All questions carry equal marks.*
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SECTION-A

1. (a) If the same principles of marketing apply to any kind of market, why is there a need to study rural marketing separately as an area of study ? Discuss.
- (b) Discuss the rural environment in terms of the infrastructure available for marketing.
2. (a) Enlist the factors that influence buying behaviour. Discuss the influence of culture on the buying behaviour of rural consumers, giving suitable examples.
- (b) Discuss the specific packaging adaptations that may be required to be made when consumer products are specifically targetted at the rural markets.

3. (a) Having identified the rural market potential, your company is planning to promote its economy range of hair care products (such as shampoos, hair oil, hair colours etc.) in the rural markets. What media mix would you suggest to the company and why ?
- (b) What is sales promotion ? Discuss some of the commonly used rural sales promotion methods directed at the consumers.
4. Write short notes on **any three** of the following :
- (a) Importance of rural marketing research
- (b) Family Life Cycle and rural consumption
- (c) Rural pricing strategies
- (d) Unique selling proposition
- (e) Seasonal rural demand and distribution implications

SECTION - B

5. Telecom companies have been talking about the potential of rural India for quite some time now. Of late they have started focusing on the rural segment. Rural India accounts for 70% of India's population and more than 50% of national income. The divide between urban and rural teledensity is on decline. While the rural teledensity was less than 10% of the urban teledensity in 2006, it became more than 25% in 2012. Further, India is likely to retain its position of being the second largest wireless market in the world in terms of mobile connections, after China. Rural India is the key target market likely to drive the next round of growth, particularly for voice based services.

Many companies are innovating to gain rural market leadership. However, the new-found focus on the rural segments is not without challenges. A leading expert on the telecom market comments that "The telcos 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".

- (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.
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