

01164

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**June, 2016**

**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. What are rural markets ? Discuss the marketing challenges presented by the rural markets taking the example of any Fast Moving Consumer Good (FMCG) of your choice.
  
2. (a) Why do marketers require the knowledge of Consumer Behaviour ? What are the limitations in knowing about rural consumers ?  
(b) Describe the buying behaviour process in case of following products :
  - (i) Tractors
  - (ii) Toothpastes

3. (a) As a rural marketing manager you are asked to market a fairness cream, how would you add features, brand it, package it in the context of rural marketing ? Discuss.
- (b) Describe the different forms of Local Media available to Rural Marketers. Which ones will be suitable to promote the following ?
- (i) Hair Oil
  - (ii) Refrigerators
4. Write short notes on **any three** of the following :
- (a) Market Segmentation Approaches for Rural Markets
  - (b) Rural Sales Promotion Methods
  - (c) Packaging Adaptation for Rural Markets
  - (d) Rural Environment in terms of Infrastructure available
  - (e) Promotional Pricing

### **SECTION - B**

5. **Case : Relevance of Demographics**

There is a need of deeper understanding of the Indian Consumer base in the process of developing marketing strategy. Changing the mindset is the need of the hour. C.K. Prahlad talked about Bottom of the Pyramid. It is time to revisit demographics and take a zero base look at men creatively and with strategic perspective. What does the data show is not the correct question ? The right question is that what it can mean for the business ? In response, following few hypothesis emerge :

**(i) Rural Market is attractive :**

Rural consumers are bonus. The time and money spent in understanding rural market is far lower than the volume it already contributes to the FMCG business. NCAER document shows that income growth of the top end has been faster in rural India than in Urban India.

**(ii) Tomorrow's consuming base comes from those who are today on the border line of consumption :**

Those near to haves of today are definitely more rural in numbers than Urban. So, it is sensible to have appropriate business systems for leveraging rural opportunities as 60% or almost  $\frac{1}{2}$  of volume of biscuits, soaps, tea, coffee, oil etc. comes from these markets which are essentially unorganised.

**(iii) Growing Rural Market is a Strategic Opportunity :**

In rural areas also nuclear families are growing so will demand. The key lies in uncovering these markets, see the changes happening and exploit them.

**(iv) Age Cohorts - An Important Avenue :**

India has a larger population of younger people than older ones, which present an interesting target market, with unique value systems and aspirations, being at the prime of their earning potential. What kind of values propositions that marketer of consumer durables can think of ?

(v) **New Consumer Demographics :**

Working women and the career woman represent very different opportunities. Various woman market segments have emerged (A) Forced to work women who hands over her salary to mother-in-law (B) Discretionary worker, who is pitching for higher standard of living (C) Todays woman, who is venturing today to express her own identity. Each segment offer a very different type of opportunity in all probability.

**Questions :**

- (a) What are the new identifications of consumers discussed ? Do you advocate demographics for market segmentation ?
  - (b) As a rural marketer, what kind of strategies do you suggest to gain from the opportunities ? Discuss.
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