MS-611

01473

MANAGEMENT PROGRAMME

Term-End Examination

December, 2015

MS-611 : RURAL MARKETING

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

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

SECTION - A

1. (a) If the same principles of marketing apply for any kind of market, why is there a need to study rural marketing separately as an area of study ?

   (b) Enlist the factors that influence buyer behaviour in the rural context. What in your opinion are the most influential reference groups in the following product categories in rural marketing and why ?
   (i) Tractors
   (ii) Insurance policies

2. (a) Discuss the packaging adaptations that can be done when consumer products are specifically targeted at the rural markets.

   (b) Critically assess the effectiveness of mass media in rural marketing. What are the limitations of using print media for promotion of consumer durables in the rural markets ?

3. (a) What are the major objectives of sales promotion ? Identify and explain some rural sales promotion efforts aimed at generating trials.

   (b) Discuss the role and power of retailers in the rural markets.

4. Write short notes on **any three** of the following :

   (a) Significance of rural marketing research

   (b) Communication concepts relevant to the rural context

   (c) Periodic markets

   (d) Impact of rural politics on rural marketing

   (e) e-choupal

SECTION - B

5. You are the marketing manager of an Indian cellular telecom operator with strong roots in the urban markets. Due to saturations in the existing markets, the company now wants to expand into rural areas. You have been asked by the management of the company to prepare a note covering the following aspects :

   (a) Discuss the potential as well as the challenges for the company in tapping rural markets.

   (b) Suggest a marketing mix strategy for mobile telephony for rural markets, highlighting the differences from the current marketing strategy for urban markets.