

01731

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**June, 2017**

**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 the unique characteristics of Rural Consumer ? Explain in brief. How these characteristics Present unique marketing challenges at the time of marketing in rural areas with respect to consumer durables ? Explain with examples.
2. What are the differences in Urban - Rural Market Research ? Illustrate with examples. Name the organizations involved in Rural Research. It as a researcher you have to collect the information on the attributes that rural people look in a two wheeler, how will you proceed with your research ?
3. What can be the various pricing methods and strategies that can be used and adopted in rural markets ? Illustrate your answer with the help of suitable examples from the FMCG sector.

4. Write short notes on **any three** of the following :
- (a) Channels of Distribution used in Rural Markets for FMCG products.
  - (b) Different media used for reaching rural Consumers.
  - (c) Dynamics of Physical distribution involved in Rural Markets.
  - (d) Buying Behaviour process in buying Tractors.
  - (e) Use of Sales Promotion in Rural Markets.

### SECTION - B

5. Case : **The Promotional Plan :**

A company into Consumer Electronics Market operating in Urban Market has decided to penetrate into Rural Markets. They are into colour Televisions; Refrigerators and all domestic appliances. They want to create brand awareness, brand preference for their products in Rural Markets. They have hired an Advertising Agency for this purpose. Following questions needs to be answered by you as Marketing Manager of the Company.

- (a) What type of promotional campaign strategy can be used to target dealers/ opinion leaders and also consumers ?
- (b) To target rural masses, what type of media Campaign strategy can be used to extensively reach rural masses ? Discuss, by taking any Indian state of your choice.