

00525

MANAGEMENT PROGRAMME

Term-End Examination

June, 2018

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. Identify elements of Rural Environment that affect the marketing decisions for the rural markets. Explain their relevance in rural marketing. Give examples of each environmental factor and their likely impact on marketing mix of a company.
2. What is Rural Marketing Research ? Explain the differences in Urban v/s Rural Market Research. Discuss the process of carrying out such a research and the benefits from Rural Research.
3. Discuss the important product strategies for Rural Market along with product modification decisions. What would you suggest to a marketer of economy range of personal care products, seeking to enter rural markets, in terms of his product strategy ? Discuss.

4. Write notes on any three of the following :
- (a) Packaging Decisions for Rural Markets.
 - (b) Organisations Involved in Rural Research.
 - (c) Rural Initiatives in Information Technology.
 - (d) Promotional Pricing and its methods for Rural Markets.
 - (e) Hierarchy of Markets with respect to channel of Distribution for Rural Consumers.

SECTION - B

5. A company is in the business of making consumer durables and marketing the same in the Urban areas. It has been successful in its marketing efforts. After reading Prof C.K. Prahalad "Bottom of the Pyramid". They have realised that rural markets offer great opportunity as well as unique marketing challenges. They have appointed you as a marketing manager for designing marketing strategy for rural markets.
- (a) Suggest a product Adaptation strategy that they should follow for different regions of rural markets with reasons for the same.
 - (b) What type of distribution strategy and pricing strategy they need to adopt for Rural Success.
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