

MANAGEMENT PROGRAMME

Term-End Examination

December, 2017

01252

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 key differences in the environmental factors affecting buyer behaviour for Rural and Urban Markets ? Illustrates these differences taking the examples of :
 - (a) Insurance policies
 - (b) Washing soap/detergent

2. (a) Explain few Technological Initiatives taken by Companies in India to find in roads in large section of Rural India. Discuss them with examples.
(b) Explain the Product Adoption process with respect to rural consumers. Evaluate the adoption criteria used by rural consumers with respect to the following (attempt any one).
 - (i) Frost Free Refrigerators
 - (ii) Multiutility Vehicles

3. Explain the concept of promotional pricing in the context of rural markets. Do you agree that price differentials across product categories can be the only viable pricing strategy for rural markets ? Explain.
4. Write short notes on **any three** of the following :
 - (a) Importance of understanding Rural consumer Behaviour for marketers.
 - (b) Packaging decisions for rural markets.
 - (c) Different media used for Rural Promotion.
 - (d) Product life Cycle and its applicability in Rural Markets.
 - (e) Challenges involved in Rural Market Research.

SECTION - B

5. Case : Rural Distribution :

An FMCG company having pan India coverage has decided to enter the rural markets on pan India basis. The aim is to increase access, influence attitudes and create a channel to raise awareness of its brands. They want to set up a distribution network to ensure availability of their products in all outlets, maintain trade relations, provide innovative incentives to Retailers, experiment with new distribution network to create wider coverage of Rural Markets. Such a company wants suggestions from you.

Answer the following questions :

- (a) How the marketing objectives affect the design of the distribution system in Rural Markets ? What type of distribution strategies can be used by the company ?
- (b) What type of distribution channels can be built by the company to penetrate well into the Rural Markets ? Give example.