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Roll No. of candidate

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BINA CHOWDHURY
(GIMT & GIPS)
Azara, Hatkhowapara,
Guwahati - 781017

29/6/22

2022

M.B.A. 4th Semester End-Term Examination

RURAL MARKETING

(New Regulation)

Full Marks – 70

Time – Three hours

The figures in the margin indicate full marks for the questions.

Answer question No. 1 and any *four* from the rest.

1. Answer the following : (10 × 1 = 10)
- Project _____ is HUL's smart way of reaching 10 lakh homes directly in the villages through the use of self-help groups.
 - _____ refers to customized application of e-marketing for the rural markets
 - Rural consumers have preference for _____ and medium package.
 - Class-I villages are the one with population above _____.
 - On the basis of the time spent, purchase behaviour can be classified into _____, Emergency Purchase Behaviour and Impulse Purchase Behaviour.
 - Buying Behavior is _____ when products to be brought are expensive and when many differences between different brands exist.
 - The two effective research tools that are being developed to gain an in-depth understanding of the rural market are _____ and Simplified Scales.
 - The 4 A's of Rural Marketing Mix are Affordability, _____, Awareness and Acceptability.

[Turn over

- (ix) _____ is a social forestry program launched by ITC as a CSR initiative in rural areas.
- (x) _____ is an IT enabled business model by ITC, which has created a trading platform with rural India.
2. (a) Explain the nature and characteristics of the rural market? How does the heterogeneity of the Indian rural market affect the marketing mix strategies? (5+3=8)
- (b) Briefly explain the approaches for segmenting Rural Market in India? (7)
3. (a) Discuss the challenges that exist for organization that are opening in the rural market or for those who are contemplating to enter it? (7)
- (b) Elucidate the 4A's model of rural marketing mix and explain how and why it is different from the conventional 4P's model? (8)
4. (a) Explain the factors that influence rural consumer behavior and the consequent decision making process? (7)
- (b) 'Rural marketing mix is a customized marketing mix for a product/service, which is developed in order to target the rural market in an effective and efficient manner.'- Justify the need to customize the marketing mix for the rural market? (8)
5. (a) Briefly elaborate the principles to develop innovations for tapping the rural markets? (5)
- (b) Describe in detail the different rural marketing mix strategies that are appropriate at different stages of the product life cycle? (10)
6. (a) Briefly elaborate some of the corporate led social responsibility campaigns in the rural areas to build their brands? (8)
- (b) Explain the concept of e-rural marketing with the help of a relevant example of an organization that has successfully implemented internet initiative in the rural markets? (7)

7. Write short notes on (*any three*):

(3 × 5 = 15)

- (a) Fundamental of Consumer Behavior
- (b) Rural Marketing Research
- (c) Rural Market v/s Urban Market
- (d) Additional P's of rural marketing.

