

Total No. of printed pages = 4

BA 17240M1

Roll No. of candidate

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2020

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

RURAL MARKETING

(New Regulation)

Full Marks – 50

Time – Two hours

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

Answer Question No. 1 and any *three* from the rest.

1. Answer the following (any five) : (5 × 1 = 5)
- (a) Fill in the gaps with appropriate word/words:
- (i) Rural markets remains untapped because of three D's they are distance, diversity and _____.
 - (ii) _____ developed semiotic analysis tool, which studies association people have with different signs and symbols.
 - (iii) Project _____ is HUL's smart way of reaching 10 lakh homes directly in the villages through the use of self-help groups.

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- (iv) _____ refers to customized application of e-marketing for the rural markets.
- (v) Buying behavior is _____ when products to be bought are expensive and when many differences between brands exist.
- (b) Choose the correct option:
- (i) The rural market is :
- (A) Homogeneous
 - (B) Heterogeneous
 - (C) Both of the above
 - (D) None of the above
- (ii) Which one among these is an additional 'P' of rural marketing?
- (A) People
 - (B) Physical evidence
 - (C) Passion
 - (D) Prosperity
- (iii) ITC's e-Choupal was launched in the year :
- (A) 1998
 - (B) 2000
 - (C) 2005
 - (D) 2003

- (iv) Which one among these is IT based tool available for mapping the rural market?
- (A) Linguist
 - (B) MICA Rural Market Rating
 - (C) Lincompass
 - (D) All of the above
- (v) Among these, which does not belong to one of the principles of innovation for rural market :
- (A) Price innovation
 - (B) Product innovation
 - (C) People innovation
 - (D) Process innovation
2. (a) Explain the parameters differentiating urban and rural markets? (7)
- (b) Discuss the factors contributing to the growth of rural markets in India? (8)
3. (a) What are the factors that influence a rural consumer's behavior and the consequent decision making process? (8)
- (b) Elucidate the 4A's model of rural marketing mix and explain how and why it is different from the conventional 4P's model? (7)
4. (a) Elaborate upon the new product development process from the perspective of rural markets in India? (8)
- (b) Explain the various marketing mix strategies that are appropriate at different stages of product life cycle with the realities of rural markets in India? (7)

5. (a) What are the areas for developing innovation for success in the rural market? (5)
- (b) 'Building brands in rural areas requires a specific committed focus' — Explain the strategies to build brands in rural market in the light of the above statement? (10)
6. (a) Justify why social responsibility campaigns are effective means of brand building in the rural areas? (7)
- (b) Examine the opportunities for organized rural retailing in the rural area? Cite examples of any two corporate sector's involvement with organized retails for rural India? (4 + 4 = 8)
7. Write short notes on (any three) : (3 × 5 = 15)
- (a) Data collection tools for rural market.
- (b) Profile and lifestyle of rural consumers.
- (c) Rural market mapping tools
- (d) ITC.s e-Choupal.
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