



P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belagavi)

Third Semester, Master of Business Administration (MBA)

Semester End Examination; Dec - 2017/Jan - 2018

Rural Marketing

Time: 3 hrs

Max. Marks: 100

*Note: Answer all **FOUR** full questions from **PART-A** and **PART-B** (Case Study) is compulsory.*

PART - A

- 1 a. Define Rural marketing. Discuss the scope of Rural Marketing. 10
- b. What is meant by Rural Market environment? Explain. 10

OR

- 2 a. Explain the economic scenario of Rural India and the changing face of Rural developments. 10
- b. Explain the importance of Rural Infrastructure development in the current scenario. 10
- 3 a. Explain the cultural factors, social factors and political factors influencing Rural Consumer Behavior. 10
- b. Explain the characteristics of a Rural Consumer. 10

OR

- 4 a. What is meant by Rural Market Research? Explain Do's and don'ts in Rural Market Research. 10
- b. Explain the current Rural Market Research Industry and the limitations of Rural Research. 10
- 5 a. What is meant by market segmentation? Explain the different basis of segmentations. 10
- b. Explain the importance of Targeting and Positioning in Rural Marketing. 10

OR

- 6 a. Discuss the relevance of brand building in Rural India and Brand Loyalty. 10
- b. With an example, explain how do you develop a new product for Rural Market? 10
- 7 a. Explain the evolution of Rural Distribution Systems. 10
- b. Write short notes on:
- i) Bare foot agents 10
- ii) Self help groups.

OR

- 8 a. What are the challenges to be faced in rural communication? Explain. 10
- b. Explain Glamorize rural marketing and e-choupal. 10

PART – B**9. Case Study(Compulsory): Coaching for New leader**

Bata, the country's largest shoemaker, plans to foray into rural markets and small towns of less than five lakh people through distributors and franchisees for its next wave of growth. Bata India is currently developing a completely new line of merchandise to tap these unexplored markets, top company officials said. The company plans to open 100 outlets in tier III and IV markets, which have a population of less than five lakh people, through the franchisee route. It will also tie up with wholesalers to sell shoes in rural shops. They have already piloted 20 such Bata stores in smaller markets. At the same time, they have set up a separate rural division in last six months which is piloting sales in villages in Rajasthan and Uttar Pradesh,"

The shoes sold in smaller towns will be priced up to Rs 2,000, while those sold in rural shops cost up to Rs500. This is the second attempt by Bata to target the unorganized market, which accounts for two-third of the \$3 5-billion Indian footwear market. Two years ago, it had launched a new format, Footin, targeting young adults who mostly buy shoes from street shops due to their affordability. Bata India currently operates more than 1,400 shops, including 34 exclusive Hush Puppies stores and 21 Footin outlets. The company plans to invest Rs50 crore this year to set up more than 120 Bata stores and 20 Hush Puppies and Footing stores each. The company is spending another Rs50 crore for modernization of its three factories over the next 18 months. While around 50% of the products are sourced from third-party manufacturers, Bata wants to retain its manufacturing edge.

Questions:

- a) Discuss whether the strategies adopted by BATA company is appropriate according to you and also discuss what other measures can they take to increase the expansion in rural areas.
- b) Discuss whether Pricing strategies adopted are correct if not. What is your suggestion?

20

* * *