



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; Jan. / Feb. - 2021

Rural Marketing

Time: 3 hrs

Max. Marks: 100

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

Q. No.	Questions	Marks
PART - A		
1 a.	Explain the rural marketing mix and the challenges related to it.	10
b.	Discuss the social, cultural and technological aspects of rural marketing environment.	10
OR		
2 a.	Describe the initiatives in the rural employment generation programmes by the govt.	10
b.	Explain the five stages of rural consumer buying process.	10
3 a.	Abraham Maslow sought to explain why people are driven by particular needs at particular times. How does Maslow theory help marketers in rural areas?	10
b.	Briefly describe the rural marketing research process.	10
OR		
4 a.	What are the specific tools required for rural marketing research?	10
b.	Explain the levels and classification of products in rural market.	10
5 a.	Explain the various positioning strategies a marketer can adopt for his product in the rural market.	10
b.	Describe the adoption and diffusion process of new product in the rural context.	10
OR		
6 a.	Briefly explain the various product decision strategies in the rural market using relevant example.	10
b.	What are the different pricing strategies adopted in the rural markets?	10
7 a.	Describe innovations in rural distribution and rural centric distribution models.	10
b.	Describe different forms of folk media. Explain the pros and cons of using the folk media as the communication platform.	10
OR		
8 a.	Explain the different steps for developing effective rural communication programme.	10
b.	Discuss the logistics challenges in rural area and the measures taken by the corporate players to overcome this situation.	10

PART - B (Case Study Compulsory)9. **Learning Delight - Changing the Face of Rural Education**

The Indian economy is on the cusp of a start up revolution. What with thousands of promising start ups emerging every year? The idea was sown in 2009.

When two MBA graduates Harshal Gohil and Vandan Kamadar from Nirma University joined hands to revolutionizing education in rural areas while tackling ground realities.

They developed simple to use, offence software with the idea of making learning and delightful experience using animation, riddles, puzzles and stories around subjects like math, science and social studies. The software has animated versions of all Gujrat board curriculum text books for classes 1-8 with video and audio links in Gujarati. Once it is installed on PC, users are able to see seven different items on the menu to choose from. The teacher select the grade, subject and chapter number and the class is ready to begin in just a few clicks.

This start up believes that the children of today do not need grades and high scores. What they require is applicable and feasible education and strives to full fill this gap. The team started with 5 schools in 2011 and then garnered support from various large enterprises like Transpek industries Ltd. Adani Foundation, Excel Crop Care Ltd. and other individual classes to scale up the project.

Through learning delight mobile application the organization is giving free access to its context for students of standards 1-8. The organization wants to make sure that the COVID 19 should not get affected the learning for next generation and intend to provide virtual class rooms for students on their platform combined with self-study curriculum. By threading the interest and keen presence of curious minds of children with innovative mentoring learning delight creates a wholesome experience of true learning.

Questions:

- a. Do you think such start ups can uplift the socio-economic status of the rural society? Explain. 10
- b. Briefly discuss the role of digital inclusion in rural education sector. 10

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