



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; February / March - 2022

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 market and explain in detail AICDA model of rural marketing. 10
 b. What is meant by demographic environment of rural market structure? 10

OR

- 2 a. Write a brief note on the evolution of rural marketing. 10
 b. What are the government policies and the rural face of reforms in rural marketing? 10
 3 a. Explain the factors affecting rural consumer behavior. 10
 b. Explain in detail the characteristics of rural consumer. 10

OR

- 4 a. What are the factors affecting sampling under rural marketing research sampling methods? 10
 b. Explain do's and don'ts limitation of rural marketing research. 10
 5 a. What is segmentation? Explain in detail the prerequisites for effective segmentation. 10
 b. What are the 4P's of marketing mix and explain in detail the challenges of marketing mix in rural market. 10

OR

- 6 a. Explain the basis of segmentation and its various approaches to rural marketing segmentation. 10
 b. Briefly explain the structure of competition in rural India. 10
 7 a. Explain in detail the emerging distribution models of rural markets. 10
 b. Write a brief note on evolution of rural distribution system. 10

OR

- 8 a. Explain the conventional and non-conventional media's used for rural markets. 10
 b. Explain about the future of rural marketing in India and also how glamorizing of rural marketing programs help it. 10

Contd... 2

PART - B (Case Study Compulsory)

9. HUL, into FMCG products was one of the first to realize the importance of the huge rural market in India and given below is their story of rural marketing:

Teaching people how to wash utensils! The employees of HUL took a promotional exercise in rural areas of three states namely Madhya Pradesh, Bihar and Orissa for its utensil cleansing bar “Vim”. The TV campaign “Vim Ghar ghar challenge” drove the company officials to visit rural town and demonstrate how vessels are cleaned with VIM. The idea behind visiting the rural areas was to educate rural mass by conducting a live demonstration. The aim was to tap the rural market, increase its penetration in the Indian rural markets.

With the penetration of their products reaching saturation levels in many urban market, FMCG companies had to turn towards rural areas in order to sustain towards rural areas in order to sustain revenue, growth and profitability.

Industry observers also felt the HUL was at an advantage compared to most of its competitors, thanks to its consistent, pioneering efforts towards establishing well-entrenched distribution and marketing networks to reach the vast Indian rural masses.

- a. Discuss the various initiatives taken by HUL. How can they plan to retain their market lead in rural areas? 10
- b. What are the different promotional tools HUL can use for promoting its products and suggest one appropriate promotion tool according to you. 10

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