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P.E.S. College of Engineering, Mandya - 571 401
(An Autonomous Institution affiliated to VTU, Belgaum)
Third Semester, Master of Business Administration (MBA)
Semester End Examination; Dec - 2016/Jan - 2017
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 importance of rural marketing in an economy like that of India. | 10

  b. Throw light on the Socio Economic environment of rural market. Establish a relationship between Socio economic environment and demand. | 10

OR

2 a. Distinguish between social infrastructure and commercial infrastructure. Explain the role of infrastructure in the consumption pattern of rural market. | 10

  b. Explain the rural market structure. | 10

3 a. Explain the important factors affecting the rural consumer behavior. | 10

  b. Discuss the Do's and Don'ts in rural market research and explain the limitations of rural research. | 10

OR

4 a. Explain the heterogeneity of rural areas. Keeping the heterogeneity in mind, discuss the prerequisites for effective segmentation. | 10

  b. Discuss the rural products categories with suitable examples. | 10

5 a. Explain brand building in rural area. Elaborate loyalty versus stickiness with reference to rural markets. | 10

  b. What are fake brands? Discuss the strategies to counter fake brands. | 10

OR

6 a. Briefly explain the rural distribution system. | 10

  b. Discuss the emerging models in the rural market (Stress on SHG, Satellite Distribution and ITC's distribution). | 10

7 a. Do you feel communication process in rural markets differ from urban markets? Discuss. | 10

  b. Explain the future of rural marketing. Is rural marketing Glamorized? | 10

OR

8. Write short notes on any **FOUR** of the following :

  i) Non conventional media   ii) Targeting and positioning in rural markets

  iii) Information search   iv) PRA tools   v) Caste System. | 20

PART - B (Compulsory)

9.   Read the case given below and answer the questions that follow :

Background: After the roaring success of Akodhara village, North Gujarat, all state governments and central governments have taken up initiatives to make the Indian villages completely cashless and digitalize all operations. This project is taken up in association with Banks.

Case:

Chandihalli is a village near Mandya district of Karnataka and has close to 200 families and a population of around 1200. The main occupation of people is agriculture and agriculture allied activities. Cattle rearing, small size poultries are important sources of income.

The village has its own Panchayat and school, extending education up to class 10. The literacy rate is somewhere close to 50%. The village has about 900 cell phone connections, 200 two wheelers and a few tractors and tillers. 65% of the families have a BPL card and rests are identified as APL.

This said village has been identified as one of the villages by the state government to implement the digitalization of cash and other transaction.

You work for Datametrics and Analytics co.in Bangalore and your company has bagged the project of surveying the villages and coming out with a suitable plan to implement the digitalization process.

Questions:

a) After studying the demographic factors of the Chandihalli do you think digitalization is a possibility under the given circumstances? Justify your stand.

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b) If you are also given the task of creating awareness on digitalization and its advantages, how would you market this idea?

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