

Reg. No. _____ Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FOURTH TRIMESTER MBA DEGREE EXAMINATION MAY 2018

MBA-MKT-T4-1 RURAL MARKETING

Max. Marks: 60

Duration: 3 Hours

Part A

Answer all questions. Each question carries 2 marks

1. Write a short note about the scope and importance of rural marketing.
2. List down the main characteristics of rural consumers.
3. What are the 4As of rural marketing? Explain.
4. Write on the role of Self Help Groups in rural distribution.
5. What are the issues of fake products in rural markets?

(5x2 marks = 10 marks)

Part B

Answer any 3 questions. Each question carries 10 marks

6. What are the product strategies adopted for rural markets? Explain with examples.
7. Discuss how the following brands can be positioned in rural markets.
a) Fair & lovely b) Pepsodent kids
8. What are the factors associated with effective pricing for rural markets? Discuss the pricing strategy of a major soft drink brand in rural India.
9. A consumer durable company wants to sell its product in rural markets. Suggest a distribution strategy for them. Explain the model.
10. Discuss on the various marketing communication tools that can be a part of rural communication mix. How can an effective rural communication be designed?

(3x10 marks = 30 marks)

Part C

Compulsory question, the question carries 20 marks

11. The fortune that lies at the bottom of the pyramid is what makes India attractive economically. But what is forgotten is that to unearth that fortune, the market needs to be nurtured and grown. The 640,000 or more villages in India are predominantly dependent on agriculture. They are vulnerable to monsoon's vagaries and thus look for alternative sources of income. The incense industry is a labor-intensive industry with each incense stick being handcrafted, predominantly by women. The industry has long been benefiting from this resource. These women spend few hours a day rolling incense sticks after attending to the daily needs of their homes. In the past few years, there has been a rise in training for activities like agarbathi rolling that has promoted economic independence, and employment for a large number of people, especially women seeking extra income. The Rs 2000-crore agarbathi industry is dependent predominantly on rural India. Many industries can use this untapped resource and connect with the rural families providing both livelihood and rural empowerment. Cycle Pure Agarbathies play a leading role in empowering rural women by training them in bamboo splitting and hand rolling and we have various training and distribution-

collection centers across states like Karnataka, Andhra Pradesh, Maharashtra, Bihar and several areas in the North East.

- a. Do you think such corporate linkages are beneficial to rural people? Why? What other approaches could be taken up to empower rural women? (10)
- b. Discuss any other initiatives adopted by other companies for empowering rural women or youth (10)
