

(4) • BBA-603 (M2)

(c) Devise the pricing strategy of a consumer durable company planning to enter rural areas. (CO4)

5. (a) A new company is planning to enter the rural retailing business in north India. Develop a three-year plan for the company, defining the geography, retail format, product, and service offerings.

(CO5)

(b) The Government of India has launched the 'Digital India Programme', which aims to connect 2.5 lakh panchayats using the fibre optic cables to provide high-speed broadband by 2017. What role would social media play in attracting more rural customers for corporates and possible customizat compared to current social media strategies ? (CO5)

(c) How do you think the schemes pertaining to agriculture lead to development of manufacturing and service sectors in the economy ? (CO5)

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Roll No.

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B. B. A. (SIXTH SEMESTER)

END SEMESTER

EXAMINATION, June, 2023

RURAL MARKETING

Time : Three Hours

Maximum Marks : 100

Note : (i) All questions are compulsory.

(ii) Answer any *two* sub-questions among (a), (b) and (c) in each main question.

(iii) Total marks in each main question are **twenty**.

(iv) Each sub-question carries 10 marks.

1. (a) Which of the 4 As is most difficult to address and replicate in a competitive scenario in rural areas ? Explore and discuss with practical examples. (CO1)

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- (b) What are the key growth drivers of rural healthcare markets ? How are government efforts catalysing the growth of this sector ? (CO1)
- (c) Define the 4 As of rural marketing and comment on 'the future lies in rural markets' with illustrations. (CO1)
- 2. (a) Discuss the major changes taken place in rural infrastructure in recent years ? Explain opportunities will they provide to rural markets, and how. (CO2)
- (b) Evaluate various healthcare initiatives in rural India and develop a SWOT framework. (CO2)
- (c) Explore how the telecommunications industry made inroads into rural markets in the last decade while other sectors like durables have been struggling since a long time. What are the key lessons learned ? (CO2)
- 3. (a) Cite two examples of product adoption in the rural sector, explaining the diffusion for various consumer segments. What lessons can be taken by marketers for

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- developing the entry strategy of products for rural markets ? (CO3)
- (b) Explain the different sales promotion tools used in rural communication with examples. (CO3)
- (c) Identify *three* brands that have failed to create a unique positioning in rural markets in the last five years. What could/should have been done to position these brands more successfully in the minds of consumers from rural India ? (CO3)
- 4. (a) Identify two products each in the successful and failed categories in rural markets, and discuss the factors that contributed to their success and failure. (CO4)
- (b) Imagine you are a marketing manager of a national level durables company (refrigerator). Devise a comprehensive marketing strategy to enter the Tier III and IV towns of Uttar Pradesh. (CO4)

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