



PG – 718

**III Semester M.B.A. (Day and Eve.) Examination, June/July 2024
(CBCS) (2022-23)
MANAGEMENT**

3.4.3 : Rural and Agricultural Marketing

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** questions, **each** question carries **5** marks : **(5×5=25)**

1. Define rural marketing and how does rural marketing differ from urban marketing ?
2. What is the Probability Proportion to Size method (PPS) and why it is used in rural sampling ?
3. What is the significance of NSSO rural consumption studies in understanding rural market dynamics ?
4. What measures can be taken to address the challenges of agricultural marketing and improve market efficiency ?
5. Explain commodity markets and futures in the context of agricultural marketing.
6. What is the difference between skimming and penetration pricing strategy ?
7. What are the key elements in brand building in rural marketing ? Discuss.

SECTION – B

Answer **any three** questions, **each** question carries **10** marks : **(3×10=30)**

8. How are rural markets segmented ? Why is segmentation important for effective rural marketing strategies ? Provide examples of segmentation criteria relevant to rural areas.
9. Briefly explain qualitative research techniques commonly used in rural market research.

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10. Discuss the impact of rural credit and finance on rural consumerism and agricultural marketing.
11. What challenges and obstacles have hindered the growth of cooperative marketing initiatives. How can these challenges be addressed ?

SECTION – C

12. **Compulsory** question :

(1×15=15)

Bru Instant Coffee : Connecting with Consumers.

Bru Instant Coffee, a product of Hindustan Unilever Limited (HUL), has established itself as a leading player in the Indian coffee market through its innovative marketing approach and strong consumer engagement strategies. Targeting both urban and rural consumers, Bru Instant Coffee has successfully carved a niche for itself in a market dominated by traditional tea drinkers. By leveraging its brand heritage and expertise in coffee brewing, Bru positioned itself as a convenient and indulgent beverage option for consumers on the go. Through strategic partnerships with cafes, restaurants, and online platforms, Bru Instant Coffee expanded its reach and accessibility, making it readily available to consumers across diverse demographics. Furthermore, Bru's engaging digital and social media campaigns, coupled with experiential marketing activations, fostered a sense of community and connection among coffee enthusiasts, driving brand loyalty and advocacy. As Bru Instant Coffee continues to innovate and evolve, several questions arise :

- a) How did Bru segment its market to effectively target both urban and rural consumers ?
- b) What strategies did Bru employ to differentiate itself from competitors in the crowded coffee market ?
- c) How did Bru leverage digital and experiential marketing to strengthen its brand presence and engagement with consumers ?