End Term (Even) Semester Examination May-June 2025

Roll No...............................

Name of the Program and semester: BBA Sixth
Name of the Course: Rural Marketing
Course Code: BBA 603 M2

Time: 3 hour   Maximum Marks: 100

Note:
- *(i)* All the questions are compulsory.
- *(ii)* Answer any two sub questions from a, b and c in each main question.
- *(iii)* Total marks for each question is 20 (Twenty).
- *(iv)* Each sub-question carries 10 marks.

Q1.   (2X10=20 Marks)
(a)   There is a Cooperative in Hills of Uttarakhand which are into collection, processing and distribution of organic products. However, footfall or the profit generated with respect to effort in production or quality is not commensurate. As a Marketing consultant how would you guide the Cooperative to explore various kinds of media to improve their revenue and profit. **CO 3**
(b)   For the same Cooperative operating in the Hills of Uttarakhand design a Promotion Strategy and Campaign for its products to make an inroads into the market of NCR-Delhi. **CO 5**
(c)   With improvement in road network and likelihood of commissioning of Rishikesh-Karanprayag Railway line by 2026-2027 elucidate your views on how Rural Distribution Network of Products available in Garhwal Himalayas and neighboring Districts of Kumaon will get affected and be benefited with this improvement in connectivity. **CO 3**

Q2.   (2X10=20 Marks)
(a)   For a rural concentrator who collects, processes and distributes products based on Apricot in the hills of Leh/Ladakh which has extremely limited window for all the processes due to extreme weather and poor connectivity to main market, what would be the key features of Pricing Strategy. **CO 3**
(b)   For the same concentrator in Leh/Ladakh who deals with seasonal fruits, seasonal vegetables and medicinal and herbal plants, determine product mix and product item decisions. How can the rural concentrator determine product mix from the items available to him in a short window from the month of May till end September. **CO 4**
(c)   For the same rural marketer who deals with certain exclusive products, which has a very limited availability both in terms of time and location and the area itself gives exclusivity what should be the Competitive Product Strategy. **CO 2**

Q3.   (2X10=20 Marks)
(a)   With the exponential growth in percolation of both high speed internet and availability of devices like smartphone, you as a Marketing Strategist devise a plan to be presented to Government of Himachal Pradesh regarding timely information and inputs to farmers to have high yield for their products in rural areas. **CO 2**
(b)   Explain how innovative use of Information System can be utilized for an effective Segmentation, Targeting and Positioning of rural products in markets like Delhi- NCR, Mumbai, Pune etc. **CO 2**
(c)   "Information systems help in finding the right market, understanding what rural people need, and reaching them smartly with the right products and offers." Justify this statement with examples. **CO 3**

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Q4.   (2X10=20 Marks)
(a)   Explain how Rural Marketing is different from Urban Marketing. Explain the difference with a help of an example. **CO 1**
(b)   Hills of Uttarakhand are still many years away to be connected with the urban market due to isolation and connectivity issues. How does buyer characteristics in these areas affect marketing strategy. **CO 1**
(c)   Brand Loyalty is an important facet to sell products in hills. Justify the statement with the help of strategy of Brands like Patanjali or Hindustan Unilever Limited which has made forays into rural India. **CO 2**

Q5.   (2X10=20 Marks)
(a)   What are the challenges to Indian Marketer when operating in Rural economy. Explain with help of examples. **CO 1**
(b)   As a Marketing Consultant if you had an opportunity to consult Government of Uttarakhand about improvement to Rural economy specially for Hill District, what all would you suggest to be framed in the policies. **CO 2**
(c)   How Rural Marketing Management will see a major changes due to an all-encompassing outreach of connectivity of internet and of information systems. **CO 1**