

Term Evaluation (Even) Semester Examination March 2025

Roll no.

Name of the Program and semester: MBA IV Sem.

Name of the Course: Rural Marketing

Course Code: MB 401 M

Time: 1.5 hour

Maximum Marks: 50

Note:

- (i) This question paper contains two Sections - A and B
- (ii) Both Sections are compulsory
- (iii) Answer any two sub questions from a, b & c in each main question of Section A. Each sub question carries 5 marks.
- (iv) Section B, consisting of a case study, is compulsory. It is of 20 Marks.

Section A

Q1.

(2X5 = 10 Marks)

- a. Identify need to understand consumer behavior in rural markets for managers. CO1
- b. List and explain the scope and nature of rural marketing. CO1
- c. Discuss how companies segment rural markets and use competitive product strategies. CO2

Q2.

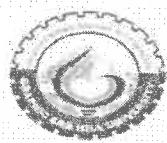
(2X5 = 10 Marks)

- a. Explain the decision-making process and brand loyalty trends of rural consumers. CO2
- b. Distinguish between rural and urban marketing based on price and products. CO2
- c. Classify various types of market demands of products in rural markets. CO3

Q3.

(2X5 = 10 Marks)

- a. categorize rural market based on products and services. CO3
- b. Evaluate characteristics of rural consumers in India? CO4
- c. Analyze the major infrastructural challenges and environmental factors that impact rural marketing in India. CO4



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Section B

Q5. Case Study

(20 Marks)

Majority of Indian Population live in rural areas and with increase in purchasing power and the demand for wide variety of products, the rural market offers new and great opportunities. The rural market cannot be tapped successfully with an urban marketing mindset & would require its thorough understanding. In other words, the approach toward rural markets needs to be distinct from the one adopted for the urban markets. Thus, in a large rural economy like India, rural marketing has emerged as an important & distinct internal sub-division within the marketing discipline. Due to the competition in the urban market, the market is more or so saturated as most of the capacity of the purchasers has been targeted by the marketers. So, the marketers are looking to extend their product categories to an unexplored market, i.e. the rural market.

In recent years, rural markets have acquired significance in countries like China and India, as the overall growth of the economy has resulted into substantial increase in the purchasing power of the rural communities. Marketers will have to understand the rural customers before they can make inroads into the rural markets. The size of the rural market is fast expanding. Fast-moving consumer goods (FMCG) are the fourth-largest industry in India's economy, with household and personal care products accounting for half of all FMCG sales there. The primary growth factors for the industry have been more awareness, better access, and shifting lifestyles. Although the rural market has enormous untapped potential, it should be acknowledged that there are several associated difficulties that make it difficult to operate in the market. Distance, variety, and dispersion are the key reasons why the rural market is still underserved. As great an opportunity as rural India is, there are still a lot of obstacles to be overcome. Further obstacles include a dispersed population and commerce, a high number of intermediaries in value chains driving up prices, a lack of bank and credit options for merchants serving rural areas, a market that is heavily reliant on credit, and poor investment capacity among retailers.

Based on the above case study, answer the following question:

- Q. a) Develop strategies for a company wants to harness the opportunities in rural market especially in the field of FMCG sector. CO 5