

SVKM's NMIMS
School of Distance Learning

Programme: PGDMM

Academic Year: 2011-2012

Subject: Rural Marketing

Date: 4.1.2012

Semester IV

Marks: 70

Time: 3.00 p.m to 6.00 p.m

Course old

Instructions: Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

NB:

1. Answer to each question to be started on a fresh page.
 2. Figures in brackets indicate full marks.
 3. Please write in legible handwriting
 4. All questions are compulsory
 5. Insert proper question numbers in the answer sheet
- Please write answers in a sequential manner

Question (1) Attempt any 2 out of 4 (short notes) 10 Marks

- a) Rural Transactions
- b) Packaging decisions
- c) Rural pricing strategies
- d) Mobile Vans

Question (2) Write Short notes on any 2 out of 5 10 Marks

- a) Impact of rural politics
- b) Influence of culture
- c) Differences in urban-rural market research
- d) Spurious products
- e) Use of colour in rural communication

Question (3) Attempt any 3 out of 5 30 Marks

- a) Explain the role of reference group in the context of rural markets and comment upon how does it differ from the urban markets
- b) With the help of an example explain how marketers gain from rural research.
- c) Explain the factors affecting rate of adoption of innovation in the given market. How would these apply to a service like life insurance or credit cards offered to the rural market?

- d) Explain the different advertising strategies that could be used for rural market .
- e) Based on the buyer behaviour of the rural customer, suggest best form of sales promotion to -
Launch a new detergent
Get the rural customer switch to LPG

Question (4)

20 Marks

Design an appropriate marketing mix for rural markets for the following products/services

- a) Life Insurance (7)
- b) Cold Drinks (7)
- c) Hair oil (6)

X

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