

Register No:

Name:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

FOURTH SEMESTER MBA DEGREE EXAMINATION(R,S), MAY 2024**(2021 SCHEME)****Course Code : 21MBA210****Course Name : Rural Marketing****Max. Marks : 60****Duration:3 Hours****PART A***(Answer all questions. Each question carries 2 marks)*

1. List the features of rural markets in India.
2. List any 4 Characteristics of Rural Consumer.
3. Summarize the differences between skimming and penetration pricing strategy.
4. List the elements of promotion mix in rural markets.
5. List the benefits and challenges associated with increased corporate involvement in India's agricultural business system.

PART B*(Answer any 3 questions. Each question carries 10 marks)*

6. Illustrate the role of technology in overcoming constraints in rural marketing.
7. Develop a research proposal to understand the reasons for the decreased sales of environmentally friendly fertilisers in rural markets.
8. A company is launching a new agricultural product targeted at farmers in rural areas. Examine the different bases for the segmentation of the market and suggest a suitable approach in the given context.
9. Develop a distribution strategy for a new FMCG company planning to penetrate rural markets.
10. Compare the goals of marketing financial services in rural and urban areas with suitable examples.

PART C*(Compulsory question, the question carries 20 marks)*

11. GreenGrow Agro specializes in manufacturing and distributing agricultural inputs such as seeds, fertilizers, and pesticides. With a mission to enhance rural prosperity through innovative agricultural solutions, the company identified rural markets as a key growth area. However, entering and thriving in these markets required a nuanced understanding of the rural marketing environment and consumer behavior. GreenGrow Agro conducted extensive market research to comprehend the specific needs, preferences, and purchasing behaviors of rural farmers. This included on-ground surveys, focus group discussions, and data analysis to segment the rural market effectively. Based on the research findings, GreenGrow Agro segmented the rural market into distinct groups based on factors such as farm size, crop preferences, and income levels. The company then targeted these segments with tailored marketing strategies, positioning itself as a trusted partner for improving agricultural productivity and profitability. GreenGrow Agro developed customized product offerings tailored to the needs of rural farmers. For instance, it introduced affordable seed varieties suitable for local soil and climate conditions, along with

bundled packages comprising seeds, fertilizers, and technical support services. Pricing strategies focused on affordability without compromising on product quality, leveraging economies of scale and strategic partnerships with local distributors. Recognizing the challenges of rural logistics and last-mile connectivity, GreenGrow Agro established a robust distribution network comprising local retailers, cooperatives, and agricultural extension services. This network ensured widespread availability of its products in even the most remote rural areas, supported by timely delivery and after-sales support.

1. How does GreenGrow Agro's market research contribute to its success in rural markets? (5 Marks)
2. Explain the significance of segmenting the rural market and how GreenGrow Agro effectively positions itself as a trusted partner for rural farmers. (10 Marks)
3. Explain GreenGrow Agro's product and pricing strategies for rural markets. How do these strategies address the unique needs and affordability concerns of rural consumers? (5 Marks)
