

Reg. No. \_\_\_\_\_ Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**  
FOURTH TRIMESTER MBA DEGREE EXAMINATIONS, SEPT 2018

**MKT-T4-1 RURAL MARKETING**

Max. Marks: 60

Duration: 3 Hours

**Part A**

*Answer all questions. Each question carries two marks.*

1. Sketch the evolution of rural marketing.
2. What are the five levels of product?
3. Write short note on Unique Selling Proposition.
4. Discuss the prerequisites for effective segmentation?
5. How do you classify agriculture inputs?

**Part B**

*Answer any three questions. Each question carries Ten Marks*

6. Explain the integrated – innovative - inclusive marketing model. Provide suitable guidelines to companies planning to go rural.
7. Explain how the characteristics of rural buyers influence the purchase of (a) Tractors (b) Tooth paste (c) Food products.
8. Describe the basis of segmentation with suitable examples.
9. Having identified the rural market potential, your company is planning to promote its economy range of hair care products (such as shampoos, hair oil, hair colours, etc.) in the rural markets. What media mix would you suggest to the company and why?
10. One of the major problems of agriculture output was that the farmers were not getting adequate prices for their produce. They were too much exploited by middlemen, too much intermediaries took the lion's share of the prices. For example, tapioca- a major food item is bought at Rs. 10/- per kg from the farmer and sold at Rs 30/- in the retail market, a profit of 200 percent. This exploitation is diluted by the entry of bigger players in the market. Substantiate.

**Part C*****Compulsory question, the question carries Twenty Marks***

11. Read carefully the following case and answer the questions given at the end.

Telecom Companies have been talking about the potential of rural India for quite some time now. Of late they have started focusing on the rural segment. Rural India accounts for 70% of India's population and more than 50% of national income. The divide between urban and rural tele-density is on decline. While the rural tele-density was less than 10% of the urban tele-density in 2006, it became more than 25% in 2012. Further, India is likely to retain its position of being the second largest wireless market in the world in terms of mobile connections, after China. Rural India is the key target market likely to drive the next round of growth, particularly for voice based services.

Many companies are innovating to gain rural market leadership. However, the new-found focus on the rural segments is not without challenges. A leading expert on the telecom market comments that "The telecom companies would need to think of different strategies to cater to rural India. The demands of rural India are dramatically different from those of Urban India".

- i) Do you agree with the comment of the telecom expert given above? Justify your answer. (10 marks)
- ii) Suggest a specific marketing mix strategy for rural market. (10 marks)

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