

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-III • EXAMINATION – SUMMER • 2015

Subject Code: 2830701

Date: 01-06-2015

Subject Name: Rural Marketing (RM)

Time: 14:30 pm – 17:30 pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1 (a) What are the rural pull factors that encourage marketers to go rural? If you were the marketing manager of a company making Electrically operated Drinking Water Purifier, which of these factors would encourage you to go rural? Why? **07**

(b) “The time tested research tools fail to get the desired information from rural subjects, however well you may design and administer them.” Justify this statement in light of the difference between rural and urban marketing research. **07**

Q.2 (a) Explain the Buying decision process with implications for rural marketers at each step. **07**

(b) What is brand loyalty? Discuss some of the reasons why rural customer is Brand Loyal. **07**

OR

(b) Discuss why it is difficult for the marketers to communicate with the rural consumers in India? **07**

Q.3 (a) Discuss the various arguments for and against branding in rural markets. **07**

(b) What are the common hurdles in reaching the consumers in rural hinterland? Describe the Hub and Spoke distribution model along with its merits and demerits. **07**

OR

Q.3 (a) Explain briefly the various socio-cultural factors that influence the decision making process of a rural consumer. Also give the marketing implications for each of these factors? **07**

(b) Explain the various steps in designing a communications strategy. **07**

Q.4 (a) What is segmentation? Explain in detail the Psychographic Segmentation? **07**

(b) What is the difference between a counterfeit and a fake product? Explain in detail what corporate managers can do to deal with counterfeits in the rural markets. **07**

OR

Q.4 (a) Write a note on strategies of marketing insurance products to rural markets. **07**

Q.4 (b) Discuss the importance of haats and melas in rural marketing? **07**

Q.5 (a) Explain the various market trends that have brought in changes in rural distribution? Give one example of each. **07**

- (b) Describe the new channel members that have come up due to surge in rural demand? Give example of one product each that can be sold through these channels? **07**

OR

- Q.5** (a) Discuss the various product innovation strategies with examples. **07**
(b) Explain the factors that inhibit the successful operations of companies in Indian rural markets? **07**
