

SYBMS (Sem IV ATKT)
Rural Marketing

MARKS: 75

TIME: 2.5 HOURS

NOTE: 1. All questions are compulsory subject to internal choices.

2. Figures to right indicate full marks.

Q. 1 Attempt any 2 questions

(15)

- a. Explain rural development as core area.
- b. Define rural marketing. What are the efforts put for rural development by Government?
- c. What are the problems of rural market?

Q.2 Attempt any 2 questions

(15)

- a. Compare Rural consumer with Urban consumer
- b. What are the characteristics of rural consumers?
- c. What are the factors affecting rural consumers behaviors?

Q. 3 Attempt any 2 questions

(15)

- a. Explain the importance of branding and labeling with example.
- b. Which type of problems are faced by rural markets regarding fake brands?
- c. Explain the objectives of pricing

Q.4 Attempt any 2 questions

(15)

- a. Elaborate PDS and cooperative society
- b. Explain in detail about DM1 model of FMCG company
- c. How will you create advertisement for rural agencies?

Q.5 Case study:

(15)

Two youngsters, Popli and Mahajan, are blossoming entrepreneurs. They have a fine dining restaurant in Delhi in the South Delhi colony of Jangpura, named "The house of Singh and Ching" that serves Indian, Chinese and fusion cuisines. After the successful launch of this restaurant, they wish to explore different markets and expand their business. Since they think that urban markets are full of competition, the idea of entering rural markets have struck them keeping in view the creamy layer that exist in the villages and visits cities often for exposure. Both of them are still in dilemma whether to enter rural market or not.

1. As a marketing consultant, what would be your advice to both these youngsters on whether to enter rural market or not?
2. In your opinion, what modification in the four P's are required to suit the rural demand?