

Total No. of Printed Pages : 2

Total No. of Questions : 10

 MBAS558

Sl.No. : **0088**

IV Semester M.B.A. Degree Examination, May 2018
BUSINESS ADMINISTRATION
Rural Marketing

Time : 3 Hours

Max. Marks : 70

SECTION - A
(Compulsory)

Note : Answer to the question should not exceed Six pages. (1 × 15 = 15)

Q1) Explain the differences between the rural market and urban market with suitable examples.

Dr. Dharmasri P. S. Sheshwara
College of Business Management, Mangalore
Post Graduate Centre for Management
Studies and Research Library

SECTION - B

Note : Answer any five questions from the following. Each question carries 8 marks.
Answer to the question should not exceed five pages. (5 × 8 = 40)

Q2) What is the biggest challenge today to develop a scalable model of influencing the rural consumers mind? Explain.

Q3) "Indian villages offer a huge potential to marketers". Discuss.

Q4) Briefly discuss the non-conventional media in rural markets.

Q5) Stating a company of your choice, explain its product-mix decisions. How do you evaluate the effectiveness of product-mix?

Q6) If a tooth paste manufacturer has to conduct research on rural children, what can be the effective marketing research methodology? Explain.

Q7) How has technology changed the life of rural consumer? Discuss.

Q8) Discuss with examples the concept of Customer Relationship Management in rural context.

Q9) Explain the challenges and opportunities of rural green marketing in India.

SECTION-C

(Compulsory)

(1 × 15 = 15)

Note : Answer to the question should not exceed Six pages.

Q10) Please read the case study given below and answer the questions that follow.

In a study conducted by ICICI it was found that :

- Only 40 per cent of shops in small towns have electricity, while in feeder villages this figure was 11 per cent.
- Shops in towns were located on rented premises. While in interior villages in 88 per cent of the cases the shops were located on owned premises and lacked electricity.
- In feeder villages, four fifths of the shops have one person working full time, while in interior villages 70 per cent have two or three persons working on a part-time basis.
- Over two- fifths of the retail outlets stocked eight to nine standard product categories.
- It was found that three-fourths of the outlets that stocked eight to nine product categories kept four items or less in each category, while one-fourth had five to six items in each category.
- The total number of items stocked in retail outlets was about 50 in interior villages and 115 in feeder villages.
- The stock turnover ratio in the study is the number of times the stock is sold in a month. This is obtained by dividing the stock level by monthly off-take. The ratio for toiletries in interior villages was close to unity, while in the feeder villages two thirds had a ratio in the range of two to three. The ratio of one indicates that on average interior village shops had stocks for one month, while shops in feeder villages maintained stocks for two or three months. The value of the stock turnover ratio in towns had a wider spread and higher values in the range of three or even five because of the wide variety of products stocked.

Questions:

- a) Critically evaluate the above rural retail scenario for the marketer of consumer products.
- b) What implications does the above scenario have for the distribution system design of an FMCG Company that intends to enter rural markets?

❖❖❖❖❖