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**MBAS 558**

**IV Semester M.B.A. Degree Examination, May/June 2019**

**BUSINESS ADMINISTRATION**

**Rural Marketing**

Time : 3 Hours]

[Max. Marks : 70

SECTION – A

**Sri Dharmasthala Sri Satheshwara  
College of Business Management, Mangalore  
Post Graduate Centre for Management  
Studies and Research Library**

(Compulsory)

Answer to the question should not exceed **6** pages. **(1 × 15 = 15)**

1. What are the environmental factors affecting rural marketing? Give suitable examples.

SECTION – B

Answer **any five** questions from the following. Each question carries **8** marks. Answer to each question should not exceed **5** pages.

**(5 × 8 = 40)**

2. Examine the challenges of rural marketing mix.
3. Quoting suitable examples, explain how social factor influence rural consumer behaviour.
4. With a suitable example, explain the role of opinion leader in the decision making process of rural consumers.
5. What kind of integrated marketing communication would you design to promote your products in rural market? Explain with suitable examples.
6. What is segmentation? What are the pre-requisites for effective segmentation?
7. Explain the strategies available for rural marketers to handle the issue of fake products in rural markets.



8. Examine the modern distribution models used to serve rural markets.
9. Apply the rural marketing research process to conduct a research for rural households, to understand the market for perfumed hair oil.

SECTION - C

(Compulsory)

Answer to the question should not exceed **6** pages. **(1 × 15 = 15)**

10. In its ongoing race with Flipkart and Amazon India for a e-commerce supremacy, Snapdeal is set to tap into the rural areas in India. In partnership with FINO Pay Tech, Snapdeal will reach out to people living in slums like Dharavi in Mumbai and villages in Rajasthan and Haryana, among many others, as Times of India reports.

The e-commerce company plans to set up as many as 5,000 e-commerce kiosks across 70,000 rural areas in India. These kiosks will include PCs and tablets for people to go online and shop, and will also act as collection points for packages. A FINO agent at the kiosk will login and help people shop for products across a wide range of categories including speakers, juicers, solar lanterns, diner sets, cameras, and mobile phones among others. Snapdeal's Kunal Bahl believes that by tapping into the rural market, the company will be able to reach around 5-10 crore new customers in the next three years.

Snapdeal isn't the only company looking to tap into the Indian rural market. Amazon India is reported to be in talks with the government to improve the Indian postal service, and also use to ramp up its delivery mechanism to within 24 hours anywhere within the country. Flipkart's, Sachin Bansal too was recently quoted as saying that the company was in talks with the government to roll out better connectivity in rural areas, which would boost e-commerce in these areas.

Questions :

- (a) According to you, what has prompted e-commerce companies to go rural?
- (b) What could be the role of government in promoting e-commerce in rural India? Which government policy could have prompted e-commerce in rural India?
- (c) What would be the success and failure factors for an e-commerce company operating in rural India?