

MBAS 558

Fourth Semester MBA Degree Examination, September 2024
BUSINESS ADMINISTRATION
Rural Marketing

Time: 3 hours

Max Marks: 70

Section – A

Answer to the question number 1 should not exceed 6 pages.

(1X15=15)

1. What are the emerging challenges and opportunities in Rural Marketing? Discuss.

Section – B

Answer any five questions, each question carries 8 marks. Answer to the question should not exceed 5 pages.

(5X8=40)

2. What are the rural marketing strategies? Explain.
3. How do you classify the products in rural marketing? Explain.
4. What are the rural retail models in Indian rural marketing? Explain.
5. Discuss the structure of competition in Indian rural market.
6. Explain the different methods of data collection appropriate in rural markets.
7. How does Public Private Partnership Model work in Rural Marketing? Explain.
8. What are the Limitations and challenges in rural marketing research? Explain.

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Section – C

Answer to the question should not exceed 6 pages.

(1X15=15)

9. When choosing to be a rural sales trainee in the largest consumer durables company of India, Bhalla did not size up the challenges a woman sales trainee might face, perhaps overwhelmed by the enthusiasm of going rural and serving the nation. As she battles to find a foothold in the male-dominated distribution chain and retail world, one question that looms large in her mind is— Is India liberated? Encountering the prejudiced and patronizing attitude of distributors and shopkeepers on a daily basis, handling questions like “why didn’t you join Citibank?”, listening to her superiors proclaim that the “single-most definitive thing about sales is that it is a man’s world,” Bhalla learns to take it in her stride as she goes through bumpy rides on delivery vans, assignments with no basic amenities, and junior sales managers who watch porn movies in conference rooms. In the “real” India, the girl-child is routinely used to

serve the father, the brother and the husband even today. Even meritorious girls have to forego their dreams at the altar of tradition and marriage, the lines of religious divide are sacrosanct and a poor village girl can get her nose chopped off for talking to a strange man. Bhalla counsels, "You certainly need a strong positive attitude for facing life head-on, as you often land in weird adventures— dealing with eve-teasers, floods and crocodiles, getting stranded with a much-touted stain-removing detergent that fails to work its magic in front of a crowd, dealing with a blackmailing policeman or a bus ride with a goat— all in the daily life of a sales trainee!" Bhalla further observes, "I learnt the rules of survival when after trying hard for a year "to be one of the boys" and "to feel comfortable in the Martian territory", I discovered how to turn my handicap of being a woman into an advantage. Though frustrated at being designated either a sister or a daughter by sundry distributors and shopkeepers, I later found that these very roles allowed me access into their family and to their womenfolk (how many males can manage that) and thus, I understood not only the efficacy of my company's products but also, I indulged in some smart bonding, a factor that provided the much-needed edge over my male colleagues." Bhalla goes back to Mumbai with the pleasure of doing what others said "I could not do" and says, "The lesson I learnt is— in rural India, it's best to stick to popular wisdom."

Questions:

1. Identify the problems and challenges faced by sales trainees of both genders.
2. Suggest steps to be taken by :
 - (i) educational institutions,
 - (ii) recruiting companies and
 - (iii) career aspirants in developing effective rural sales skills.

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