MBMM 4001

M.B.A. DEGREE EXAMINATION,
DECEMBER 2014/JANUARY 2015.

Fourth Semester

Marketing

RURAL MARKETING
(2012 – 13 Batch Onwards)

Time : Three hours          Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of eight questions.

All questions carry equal marks.

1. Explain the features of Rural Market environment
2. Define Rural Marketing. Explain the characteristics of Rural consumers.
3. Explain the scope of Rural marketing.
4. What are the factors differentiating Rural Marketing from Urban Marketing?
5. What are the five levels of products? Explain.
1. Differentiate innovative pricing methods for rural markets.

2. Explain the relevance of symbols, pictorial representations, music and rhythm for designing rural promotion.

3. Consumer Durables. Explain taking example from Rural Markets. What can be the important product strategies for the Rural market.

4. Discuss the Rural Media. Explain the importance of two step flow of communication.

5. Write a short note on B-channel as a distribution strategies for rural consumers.

6. PART B — (5 × 10 = 60 marks)

Answer any FIVE questions out of eight questions.

7. Give a brief note on promotional pricing.

8. What are the steps to be taken for the elimination of the rural urban disparities?

9. All questions carry equal marks.
The whole exercise generated a very high level of word-of-mouth publicity for the Philips brand.

As a result of the complete media campaign, in reversionary market situation, Philips was able to enjoy substantial sales growth for both its b/w TV and colour TV brands, and a high level of audio sales were maintained.

The company is now considering rolling out the rural promotion activity on a national scale.

Questions:

(a) Critically evaluate the communication strategy utilized. Comment upon both dealer and consumer promotion giving your views of the media used in each case.

(b) Can the same plan be scaled at national levels? Why and why not?

15. Discuss about the Emerging Distribution Models.

16. Explain Logistic management for rural market on existing products and new products.

   .PART C — (1 × 20 = 20 marks)

   Compulsory.

17. Case Study:

   Philips India Limited is a subsidiary of global electronics giant Philips and a leading player in the consumer electronics and electrical lighting segments backed by superior design and technology. It also makes domestic appliances, electronic components, telecom equipment, etc.

   A major portion of Philips' revenue (86%) is derived from consumer electronics and electrical lighting divisions. Domestic appliances, electronic components, industrial electronics, etc., contribute the rest.

   One of the most important characteristics of the Indian market is that it is highly price sensitive. Opening up of the economy has attracted a host of global majors, who have launched the latest technology products. Increased pressure due to competition and overzealous capacity creations has resulted in lower margins.
up action.

Leaders from each village were collected for follow-up.

In addition, a database of 12 opinion chieftains, incharge, etc., was created and these were

distributed to key opinion leaders in the village to participate in the distribution of audio

and video cassettes. These were distributed to children and other opinion leaders in the village.

Other activities conducted in the village included a karaoke contest with prizes, a theater

show and a paintball match for village children as well as distribution of prizes such as

audio and video cassettes, toys and chocalates for children. As well as distribution of prizes, such as

audio and video cassettes, toys and chocalates for children, a competition, a painting contest, a

playwriting contest, and a photography contest were organized among all 12,000 children. These activities

were successful and resulted in the distribution of an extensive audio-visual

visual campaign on the regional press radio, rural

To target the rural masses, an extensive campaign

database of potential customers.

A special contest was also held to generate

special contest was also held to generate a

announcement, photo, writing, etc. It was

promoted in the local media (regional press, radio, film, television, etc.) and was heavily

distributed public for two days and was heavily

exhibited to the public. The exhibition was opened to the

Philippine-Asian Press. An extensive and distribution of prizes. An

leading campaign was also open to a movie, a play, a film, a song, and

dealer motivation scheme, a television, a film, a

Philippine Super Show were held in hotels in towns

about Philippine plans for the rural market. These

activities included special

The agency developed a two pronged media

campaign targeting dealers and opinion leaders as well as consumers.

The Promotion Plan: Reaching Dealers and

Consumers:

reach rural areas.

and has the capability and plan

including cassettes in all South Indian languages

agency has the ability to develop comprehensive

promotion plan in Chennai has been introduced for

national marketing. An agency specializing in rural

in rural Tamil Nadu.

that the promotional efforts will be first initiatives

Madsen the responsible of designing and

products in rural Tamil Nadu assisted another

opportunity of promoting Philips audio visual range

visual range there.

In view of the large income levels in the rural

The Rural Initiative: