

Program: T.Y.B.A.M.M.C **Semester:** VI **Program Code:** 4O00166
Course: Rural Marketing And Advertising **Course Code:** BAMMC EARM-2605
Duration: 2 ½ Hours **Examination Pattern:** Choice Based – External **Max. Marks:** 75

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Examination:
REGULAR

Q. 1 Case study

Coca-Cola India has adopted a range of advertising strategies to effectively reach and engage with rural consumers, fostering brand awareness, building trust, and driving sales in rural markets.

- a) Describe the promotion strategy that will be used to promote Coca-Cola. [08]
- b) What challenges will Coca-Cola face while marketing in rural India? [07]

Q. 2 Answer the following.

- a) Explain the concept, scope and evolution of Rural Marketing in India. [08]
- b) Explain emerging trends in rural marketing. [07]

OR

- c) Explain the importance and scope of rural market research. [08]
- d) Discuss basic needs of the rural economy. [07]

Q. 3 Answer the following.

- a) Explain product, pricing and promotional strategies adopted for rural consumers. [08]
- b) Explain factors affecting rural consumer behaviour. [07]

OR

- c) Discuss rural communication – meaning, scope and communication strategies used in rural markets. [08]
- d) Discuss role of language and content in rural advertising. [07]

Q. 4 **Answer the following.**

a) Discuss segmentation, targeting and positioning strategies for rural markets. [15]

OR

b) Describe channels of distribution in rural marketing with reference to ITC e-Choupal, Godrej Aadhaar and HUL Project Shakti. [15]

Q. 5 **Short Note: (Any 3) (5 marks each)**

a) Rural Marketing – Meaning

b) ITC e-Choupal

c) Rural Infrastructure

d) Branding in Rural Marketing

e) Folk Theatre

[15]

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