

Time: 2:30 hours

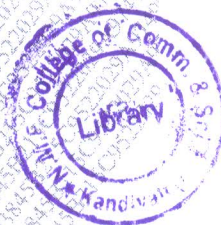
Marks: 75

Instruction to students:

Write your answer in detail with suitable points.

Please support your answers with examples.

Figures to the right indicate full marks.



Q1A.) Attempt **any eight** from the following:

(8 Marks)

- 1) Rural consumers are highly influenced by local _____. (Government, Reference Groups, Planning Commission)
- 2) _____ packaging is an alternative which has revolutionised rural markets and is commonly used for shampoo, toothpaste, tomato ketchup, face cream and many other products. (Sachet, jute, pillow-pack)
- 3) Coolgate and Daily Milk are examples of _____ product. (Fake, Genuine, Substitute)
- 4) _____ farming is a practice which benefits the farmer monetarily and encourages farmers to work in others farms, creating a economical and social change. (Discount, Bulk, Remunerative)
- 5) Fair price and weight standards are maintained in _____ Markets. (Regulated, Super, Rural)
- 6) JRY, TRYSEM, IRDP are some of the schemes for _____ of rural youth. (Empowerment, Development, Employment)
- 7) _____ facilities help in solving the problem of storage and transportation in rural areas. (Warehousing, Contract manufacturing, Retail chain)
- 8) _____ of income plays a strong role in rural sales. (Return on investment, Permanancy, Seasonality)
- 9) Mascots, symbols and logos help in _____ and identification of products in the rural markets. (branding, financing, soliciting)
- 10) Rise in _____ income will lead to increase in the sales of consumer durables in rural market. (side, disposable, allied)

Q1 B. State whether the following statement are True or False. **Attempt any 7**

(7 Marks)

- 1) Rural markets are scattered and hold high future potential.
- 2) Puppetry and Folk theatre is used as a medium of rural media and communication by companies.
- 3) Rural consumers are highly brand conscious.
- 4) Frequency of income in rural areas is regular, fixed and predictable.
- 5) Refill/re-usable packs used in rural areas for packaging and is attractive and also adds value.
- 6) Farming and agricultural activities are not the only primary occupation in rural areas.
- 7) Income is not an issue when it comes to purchasing, Indian Rural Markets are not price sensitive.
- 8) Small unit packaging is not preferred in rural markets.
- 9) In Rural India, mostly joint family structure exists with the senior members being the decision makers in the household.
- 10) Diverse languages and dialects make it challenging to communicate product information and advertisements in Rural areas.

- Q2 a.) Define Rural Marketing and explain in detail the profile of rural markets in India. (7 Marks)
 Q2b.) Write a detailed note on characteristics of rural consumers and support with illustrations wherever possible. (8 Marks)

OR

- Q2c.) What are the constraints in developing rural markets and suggest certain strategies to overcome the constraints? (7 Marks)
 Q2d.) The government schemes with special focus on rural development are aimed at uplifting the standard of rural life. Discuss in detail some of the government schemes and initiatives including contribution of NABARD in the area of rural development. (8 Marks)

- Q3a.) State the factors affecting rural buying behavior in detail. (7 Marks)
 Q3b.) Explain in brief the Rural Marketing Mix with focus on Product, Pricing, Price and Promotional Strategies. (8 Marks)

OR

- Q3c.) Illustrate the problems of selling in rural markets. Include the problems faced due to spurious (fake) products that are available. Support your answer with examples to substantiate. (7 Marks)
 Q3d.) Write a note on segmentation of rural markets with reference to geographic, demographic, psychographic and behavioral segmentation. (8 Marks)

- Q4a.) Explain the various Public distribution system developed by the government to improvise distribution and storage facilities for farmers in rural areas. Include the APMC and regulated markets that are widely used now. (7 Marks)
 Q4b.) Write a detailed note on Standardization and Grading with suitable illustrations. (8 Marks)

OR

- Q4c.) As part of effective pricing strategy, elucidate in brief the concept of value engineering in areas of packaging and product design. (7 Marks)
 Q4d.) Write a brief note on challenges in rural communication with comparison traditional and mass media options that are available. (8 Marks)

Q5a.) Unilever has launched a direct rural contact program called 'Lifebuoy Swasthya Chetana' campaign which has induced additional sales by 20% in more than 17,000 villages. Message is to sensitize rural consumers on the basic requirements and benefits of healthcare and hygiene. Lifebuoy soap cakes and liquid handwash are priced at Rs. 10/- and are widely distributed across all tiers of rural markets. As a BMS student you are given the responsibility to design a suitable Rural communication campaign addressing the benefits and need for the product and suggest ways on how you may make the campaign more attractive, impactful and successful. (15 Marks)

OR

- Q5 b.) Short Notes : (Any three) (15 Marks)
 1.) Contract farming
 2.) Distinguish between Rural and Urban Markets.
 3.) Haats, Shanties and Melas
 4.) NAFED
 5.) Characteristics of Agricultural Produce Marketing.
