

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

Fourth Semester MBA Degree (R,S) Examination June 2024

Course Code: 20MBA256**Course Name: Rural Marketing**

Max. Marks: 60

Duration: 3 Hours

PART A*Answer all questions. Each question carries 2 marks*

Marks

- 1 State any four features of rural market. (2)
- 2 Write the characteristics of the rural buyers in their buying process. (2)
- 3 What is psychographic segmentation? Is it superior to other types of segmentation? (2)
- 4 Assess the reasons why mass media is not effective in rural markets. (2)
- 5 List the five channel levels of distribution used by Indian companies. (2)

PART B*Answer any 3 questions. Each question carries 10 marks*

- 6 "Rural marketing suffers from a variety of constraints". Explain these constraints and suggest measures to overcome these constraints. (10)
- 7 Explain the buyer behaviour process in the context of rural markets with respect to arriving at a decision to buy a Tractor. (10)
- 8 Bring out the Product Life Cycle strategies of rural marketing? (10)
- 9 Having identified the rural market potential, your company is planning to promote its economy range of hair care products (such as shampoos, hair oil, hair colours, etc.) in the rural markets. What media mix would you suggest to the company and why? (10)
- 10 Discuss the problems rural artisans face in marketing their products and how these can be overcome? (10)

PART C*Compulsory question. This question carries 20 marks*

- 11 A company decided to make detergent exclusively for rural markets of Kerala. (20)

They after understanding the preferences of rural consumers want to create a marketing strategy to market their detergents in Rural Kerala.

- (a) Suggest what type of product mix, pricing strategy and packaging they should have to market their products in rural Kerala. (10 marks)
- (b) To target rural consumers of Kerala in the villages identified, what type of promotional and distribution strategy they need to adopt. Explain?

(10 marks)
