



PG – 612

IV Semester M.B.A. Degree Examination, June 2009
(2007 Scheme)

M-4: RURAL AND AGRICULTURAL MARKETING

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** of the following questions. **Each one** carries **two** marks : (6×2=12)

1. a) Mention any two constraints in rural marketing.
- b) What is market segmentation ?
- c) What is meant by discriminatory pricing ?
- d) What is product positioning ?
- e) Define Marketing Intelligence System.
- f) What is SKU ?
- g) What is brand loyalty ?
- h) Give a meaning of e-rural marketing.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **eight** marks : (8×3=24)

2. Discuss the characteristics of Rural marketing.
3. Explain the strategies to build brand in Rural Marketing.
4. Explain the steps involved in designing message for
 - Readymade garments.
 - Watches and make appropriate decision for rural markets.
5. Design a marketing mix for any consumer durable of your choice and justify your decision.
6. Critically analyse the role of Agriculture in Rural economy.

SECTION – C

Answer **any two** of the following questions. **Each** question carries **twelve** marks : (2×12=24)

7. Discuss the factors that influence the rural consumer behaviour and the consequent decision making.
8. Discuss the approaches for segmenting rural market in India.
9. Compare and contrast the e-Choupal model of ITC with HLL's project Shakti models to reach deep into rural markets in a cost effective manner.

P.T.O.



SECTION – D

Case Study :

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10. RUF and TUF Jeans

India's leading denim manufacturer, Arvind Mills, achieved the expansion of its consumer base, with a new brand tailored for specifically the rural market. It required not only a new product but also a new distribution approach.

i) **Consumer preference** : Market Research Revealed.

a) Many in rural areas found even the cheapest branded jeans beyond their means.

b) There is skepticism towards readymade products among rural Indians.

ii) **Product** : The result : ready-to-stitch jeans for the first time priced @ Rs. 195/-, as against the unorganised sector's range of Rs. 150–350, the kit included a denim trouser length with specific tailoring instructions and the branded zipper rivets and buttons that distinguish from mere denim trousers in the consumer's mind.

iii) **Distribution** : was the critical issue. Not only the product be made available but also the expertise to tailor it is to be created. Success depended on local tailor's finesse. The product was made available in villages with a population as small as 5000. Local cloth shops were used as retailer outlets.

Seminars were organised to train tailors in denim fits and inform them about the changes required in regular sewing machines for stitching jeans. The additional machine accessories were initially provided free of cost and later at a subsidised rate.

Outcome : Consumer feedback showed that nearly 75% were first time jean wearers, R and T shirts as well as readymade, jeans were launched for the slightly more evolved consumer who demanded jeans specifics like the right wash. Cotton and formal trousers are now on the anvil.

Questions:

- 1) Trace the reason for the success of R and T in Rural India.
- 2) Which other companies do you think can emulate the strategies of Arvind Mills?