

2.5 hrs

Marks: 75

N.B.

1. All Questions are compulsory.
2. Mention the question number properly and neatly
3. Answer the questions in the sequence given in the question paper

1. CASE STUDY:

15

The rural market is an attractive market for the beverage market. Mugu Mugu is an International Fruit Drink. They want to make use of this large market to set a base in India.

Questions:

- a. Describe the media platforms that will be used to promote the product 8
- b. What are the challenges that will be faced by the product while marketing in rural India 7

2. Answer the following:
 - a. Discuss the evolution of rural marketing in India 8
 - b. Discuss the various platforms for marketing of agricultural produce in India 7

OR

 - c. Explain various types of Segmentation. Elaborate on how effective segmentation can be done in the context of Rural markets. 8
 - d. Describe the specific Product strategies, which can be employed to develop or modify the products to target the rural market. 7

3. Answer the following
 - a. Explain the pricing strategies that are adopted by the marketers in rural India. 8
 - b. Write a short note Role of Agriculture in the economic development of India 7

OR

 - c. Discuss with example the distribution strategies formulated for the rural category 8
 - d. Differentiate between Rural vs Urban marketing 7

4. Answer the following
 - a. Discuss the Informal or Folk Media Platforms used for promotions in the rural market 8
 - b. Write a short note on various types of sales promotion strategy for Rural Markets 7

OR

 - c. Discuss the reason for the fast-emerging consumption pattern in rural areas? 8
 - d. Explain with examples various Strategies adopted by various companies to Understanding Rural Consumers 7

5. Explain Any 3 of the following. 15
 - a. 4 A's of Rural Market
 - b. Project HUL Shakti
 - c. Broadcast Media
 - d. E- Choupal
 - e. Cultural sensitivity for rural market
