

(2.5 Hours)

[Total Marks: 75]

NB:

1. Read the questions carefully before answering
2. Figures to the right indicate the full marks
3. Give example when necessary

- Q.1** Answer the following 15
- A CASE STUDY**
- Over the last 50 years, Bisleri came to India, expanded its business, grew bigger and became synonymous with water. Bisleri currently has 122 operational plants, of which 13 are owned by the company, and a distribution Over the last 50 years, Bisleri came to India, expanded its business, grew bigger and became synonymous with water. Bisleri intends to launch Promotional campaign for India's rural market.
- Answer the following question:**
- a. Describe the promotion strategy that will be used to promote the Bisleri products
 - b. What are the challenges that will be faced by the Bisleri while marketing in rural India
- OR**
- B** Discuss Emerging trends of Rural Marketing in India. Give few examples of successful rural marketing strategy 15
- Q.2** Answer the following
- A** Discuss key characteristics of rural marketing 8
 - B** What is the Purpose of Rural Market Research? 7
- OR**
- C** Describe concepts and characteristics of Rural Economy 8
 - D** Explain Rural-Urban disparities and Policy interventions 7
- Q.3** Answer the following
- A** Discuss Distribution Strategies for Rural consumers with examples 8
 - B** Explain key differences between rural and urban consumers 7
- OR**
- C** Explain Factors affecting rural consumer behaviour 8
 - D** Discuss E-Choupal (ITC's Initiative) 7
- Q.4** Answer the following
- A** Explain Segmentation, Targeting & Positioning for Rural Markets 8
 - B** Explain key components and characteristics of the rural environment 7
- OR**
- C** Elaborate on the Pricing Strategies for Rural Marketing with examples 8
 - D** Explain Challenges and Innovative measures for Rural marketing 7
- Q.5** Write short notes on any three of the following: 15
- a) Agricultural marketing
 - b) Rural media
 - c) Objectives of Rural Advertising
 - d) Key demographic factors that influence rural marketing
 - e) Importance of Branding, Packaging and labeling for rural markets