**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**SIXTH TRIMESTER (Batch 2019-21)**

**END TERM EXAMINATION, MAY-2021**

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| Course Name | **Rural Marketing** | Course Code | **MKT603** |
| Max. Time | **2 hours** | Max. Marks | **40** |

Instructions: All the questions are compulsory

**Q.1** Ruf and Tuf Jeans, India’s leading denim manufacturer, Arvind Mills, wishes to expand its customer base, with a new brand tailored for specifically the rural market. A study carried out by the company revealed the following facts:

* Many in rural areas found even the cheapest branded jeans beyond their means.
* There is skepticism towards readymade products among rural customers.
* Ready to stitch jeans which the company wants to launch for the first time priced at Rs. 195 can have higher acceptance as against the unorganized sector’s range of Rs. 150-350

The kit will include a denim trouser length with specific tailoring instructions and the branded zipper, rivets and buttons that will help in distinguishing jeans from mere denim trousers in the customer’s mind. The target was to make the product available in villages with a population as small as 5000.

**Chalk out the rural marketing plan for Ruf and Tuf jeans in the rural areas of Madhya Pradesh. Apply the conceptual knowledge of marketing mix for rural market while developing the plan.**

**(10 Marks)**

**Q.2** Rasna wants to penetrate the rural Madhya Pradesh.

* 1. Suggest the products which according to you, Rasna should offer in Rural market. Also suggest the packaging and price points at which Rasna should offer these products giving your logic/reasoning for the same. You can visit <https://rasnainternational.com/rasna-domestic.html> for getting to know the product offerings of Rasna **(6 Marks)**
  2. Suggest the distribution and marketing communication strategy for Rasna to succeed in rural market place **(4+4 Marks)**

**Q.3** You are an NGO which has been approached by government to conduct Participatory Rural Appraisal in rural areas of Madhya Pradesh to identify the constraints and opportunities for organic farming and drip irrigation in the area. Design and elaborate each stage of PRA. **(10 Marks)**

**Q.4** A farmer wants to buy a tractor.

A. Discuss the factors that will influence his decision. **(3 Marks)**

B. Illustrate the decision making process which according to you will be followed by him. **(3 Marks)**