**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 Prestige, India’s leading pressure cooker brand, over the last few years was faced with the problem of stagnant sales and reduced realizations. Urban markets were getting saturated. Prestige Popular, in larger sizes, was launched in 1999, and since then the sales were on the decline. However, rural markets were growing at almost five times the growth of the category. Thus, company decided that rural market is going to be a thrust area of marketing. A pilot project in the rural Mahboobnagar district of Andhra Pradesh with the help of MART was initiated. The women’s Self Help Group (SHG’s) movement had been very strong in Andhra Pradesh. MART and the company organized meetings of the women of SHG’s explaining the concept of pressure cooking, giving them details on the company, the brand and what they stand to gain by selling Prestige pressure cookers. For enlisting dealers, the help of animators, who are paid a stipend by the Government for propagating/implementing developmental activities of the state government among the rural population, was enlisted. All those who became dealers were given a demo pressure cooker. Meetings were organized by the dealers for potential customers, where the concept of pressure cooking was explained. These meetings were attended by company personnel so that the dealers got trained on the concept of pressure cookers. To take the initiative forward the company got in touch with the Department of Women Empowerment. The TTK group was asked to make a proposal on how it could work with the government on improving the lot of the rural women. After prolonged discussions with the Department, TTK gave a proposal which was a three pronged strategy:

* Appointing women as dealers of ‘Prestige’;
* Setting up an assembly plant in Andhra Pradesh with land and building provided by the government using women of the rural areas;
* Setting up a ready to fry snacks conversion units in each of the 21 districts of Andhra Pradesh with equipment provided by TTK and
* Appointing dealers to sell these snacks in each of the mandals in these 21 districts.

TTK Prestige has set up a four members sales team to take the rural initiative forward. During 2003-04, 1000 dealers were appointed. Dealers were women as individual or SHGs themselves. The company intends to replicate this model in three others southern states i.e. Tamil Nadu, Karnataka and Kerala in the near future.

**Analyse the effectiveness of rural marketing mix of Prestige to enter rural market. (10 Marks)**

**Q.2** HUL launched its Operation Bharat in 1997 to create awareness about its rural brands. The strategy also involved promoting the sales of its ‘special packs’ for rural areas. HUL provided hampers at discounted prices of INR 5, INR 10, INR 15, and INR 20, each comprising a Clinic shampoo bottle, a tube each of Pepsodent toothpaste, Fair & Lovely cream, and Pond’s Dreamflower talc, in different sizes and combinations.

* 1. Discuss the rural pricing strategy followed by HUL. **(6 Marks)**
  2. HUL had formulated this sales promotion hoping that the consumers would start purchasing individual brands once the scheme is taken back. What could be the drawbacks if the price bundling offer is stopped. **(6 Marks)**
  3. Suggest ways of distributing FMCG products of HUL in Rural Market **(6 Marks)**

**Q.3** Maitri is a New Delhi-based developmental humanitarian NGO that is committed to facilitating every individual’s Human Rights, especially the Rights to Identity, Dignity and Respect. Since 2005, Maitri has worked with over 45,000 individuals on the issues of social and health inequities and public health concerns through education, community outreach, networking, and legal advocacy. You are a research agency which has been approached by the NGO to study the social well-being and health of individuals in rural areas of Madhya Pradesh. Elaborate how you would carry out this research. (you should cover the following 1) research objectives, 2) rationale for sampling, 3) justification of budget required and 4) the research design) **(12 Marks)**