

**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**POST GRADUATE DIPLOMA IN MANAGEMENT**

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

**END TERM EXAMINATIONS**

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

Instructions: All the questions are compulsory

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)**

**ANSWER**

**The rural marketing plan should incorporate the 4 As concept of rural marketing- Awareness, Acceptability, Affordability and Availability. The answer should also include the discussion of 4 Ps in addition to packaging for Ruf and Tuf jeans and how packaging is playing an important role. Discussion on how the company can cash on to the aspirational level of consumers can be discussed. The distribution channel through cloth stores and training to tailors can suggested.**

1. 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)**

**ANSWER**

**A The student is required to pick up two to three products which Rasna offers and can be introduced in the rural market. The reasoning for offering these products should be backed by the level of awareness and acceptability of flavours in the rural market. The student should be able to suggest satchel packing or packs which can serve 2 to 3 drinks in one go can be suggested. The concept of coinage pricing and how it would increase the acceptability and sales of the product needs to be highlighted. The sales promotion strategy of price bundling or offering free sample with purchase of some other brands can also be suggested.**

**B The availability of product in haats, melas, local kirana stores can be discussed. How rasna can create brand activation by having mobile vans and interactive games etc to engage the rural population can also be suggested under marketing communication strategy. The glow signs at Kirana stores, Wall paintings or POP danglers etc would help increase the visibility, recall and brand awareness. The hub and spoke distribution can be explained here.**

1. 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)**

**ANSWER**

**While answering this question the student should be able to highlight:**

1. **Objectives of the project**
2. **Carrying out observation and informal discussions**
3. **Carrying out participatory mapping**
4. **Gathering useful information and segregating the issues as NSL- Now, Soon and Later category**
5. **Being more of a facilitator as compared to a moderator**
6. **Making villagers voice out the whole activity undertaken and the decisions unanimously taken**

**Chalking out an action plan**

1. A farmer wants to buy a tractor.
   1. Discuss the factors that will influence his decision. **(3marks)**
   2. Illustrate the decision making process which according to you will be followed by him. **(3 marks)**

**ANSWER**

**A Student should be able to highlight how the reference group of family and friends are important in rural areas while evaluating alternatives. The fact that the rural customer is not internet savy and relies on tried and tested brands by friends and relatives needs to be emphasised. Further, the awareness of the brand name and the utility of the tractor would be the factors governing his choice of the brand.**

**B The stages of need recognition, information search, evaluation of alternatives, purchase and post purchase behaviour.**