**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**SIXTH TRIMESTER ((Batch 2020-22))**

**END TERM EXAMINATION, MAY-2022**

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| Course Name | **Rural Marketing** | Course Code | **MKT -602** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

**All questions are compulsory.**

1. **Question 1 to 4 carries 10 Marks each.**
2. **Apply the concepts studied in the class and answer accordingly.**

**Q.1** A company is making consumer toiletries and is very successful in Urban Markets of India. Knowing the growth in Rural Markets, the company has now decided to fray into rural markets in India. They want to carry out Market Research to understand rural buying behavior and therefore want suggestions regarding the following:

(a) What information needs to be gathered in this Market Research process to be successful?

(b) Market observations in terms of:

(i)Product range to be offered

(ii) Distribution methods to be used

How could you help the company in gathering the above information required for successful marketing in Rural Markets in India?  **(10 Marks)**

**Q.2** Mr. Verma of Master Detergent was a worried person; another competitor had launched a special pack of a Detergent at competitive price with very aggressive advertisement and sales promotion schemes. The flagship brand of the company Master was taking a beating in the market and sales were going down. The company Master is an old company existing for more than 60years and has strong brand equity in the rural market. The products of the company are well known and had an important place in the rural market. The company also offers some other products like Soaps, Shampoos and consumer goods. The new company does not have the long range of products in the market but Master have. The Master is strong on raw materials buying and thus can offers detergent at very low price to attract customers. According to Mr. Verma, it is a big strength of the company. Mr. Verma is sitting in his office trying to find a new marketing strategy to regain the lost market share.

Questions:

1. Please help Mr. Verma in his endeavor to regain the lost share and increase brand equity.

**(5 Marks)**

b. Should Mr. Verma create a separate marketing strategy for the rural markets? Discus **(5 Marks)**

**Q.3** Explain the Buyer Behavior process in the context of Rural Markets. Taking cues from rural consumers, explains their decision-making process with respect to information search; sources of information; evaluation of alternatives and how they arrive at purchase decision with respect to FMCG products. Give suitable examples.  **(10 Marks)**

**Q.4** What are the important media vehicles specially suited for advertising and promotion in the   
rural markets? Having identified the rural market potential, your company is keen to promote its economy range of cooking gas stoves in the rural market. What is the media mix you would suggest to the company and why?  **(10 Marks)**

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