

Jagan Institute of Management Studies
End-Term Examination, September-October, 2017
Trimester IV – PGDM (RM) 2016-18

Rural & Social Marketing
ET_RM_RSM_0610

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any FIVE questions including Q1 & Q6 which are compulsory.

- Q 1** Discuss the following in not more than 200 words with examples
- a) Define Rural Marketing? Explain the various transformations the rural markets are witnessing in the changing marketing scenario.
 - b) Evaluate the hierarchy of markets for rural consumers.
 - c) Describe the various problems faced by marketers in rural marketing. How do they overcome it?
 - d) Explain the various strategies used by marketing companies in marketing consumables in rural areas.
 - e) Discuss the product strategy adopted by marketers in rural markets.
 - f) How can a marketer make communication effective in rural markets?
 - g) Discuss the significance of pricing in rural markets. **21**
- Q 2** A leading shaving cream company plans to enter into rural market in India. Discuss the launch plan of the product focussing on trial generations and conversions at retail outlets. **10**
- Q 3** Hygiene awareness is becoming a big challenge in developing nations .To communicate and see a behaviour change in rural markets makes it even more difficult , As a social marketing manager of a leading Pharma company suggest a suitable social marketing campaign to overcome the above issue. **10**
- Q 4** Discuss the various segmentation, targeting and positioning strategies in Indian Rural Markets for launching of mass hair oil brand. **10**
- Q 5** Explain the following terms:
- a) Social Marketing Wheel
 - b) Urban vs Rural Markets
 - c) 4 A's of Rural Marketing **10**
- Q 6** [Read the case and answer the questions given at the end.](#)

Mr. Verma of Master Detergent was a worried person; another competitor had launched a special pack of a Detergent with a very competitive price and very aggressive advertisement and Sales promotion schemes. The flagship brand of the company MAST was taking a beating in the market and sales were going down. The company Master is an old company existing for more than 60 years and has strong brand equity in the Rural market. The products of the company are well known and command a premium and have a niche place in the rural market, there are also other products as Soaps Shampoos and other consumer goods the company offers. The New Company does not have the long Range of products Master has but is strong on Raw materials buying and thus offers very low prices to attract customers this according to Mr. Verma is a big strength. Mr. Verma is sitting in his office trying to find a new marketing strategy to regain the lost market share.

Questions:

- a) Please help Mr. Verma in his endeavor to regain the lost share and increase brand presence.
- b) Should Mr Verma create a separate marketing strategy for the rural markets? Explain.
- c) Suggest a suitable rural promotional strategy for promotion of the detergent powder.

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