S.Y. BMS. SEM IV. - Reg/ATKT Escam - Apr 2018

Rural MKting

Q.P. Code: 34998

Time: 2:30 hours

Marks: 75

MUMBAT-49

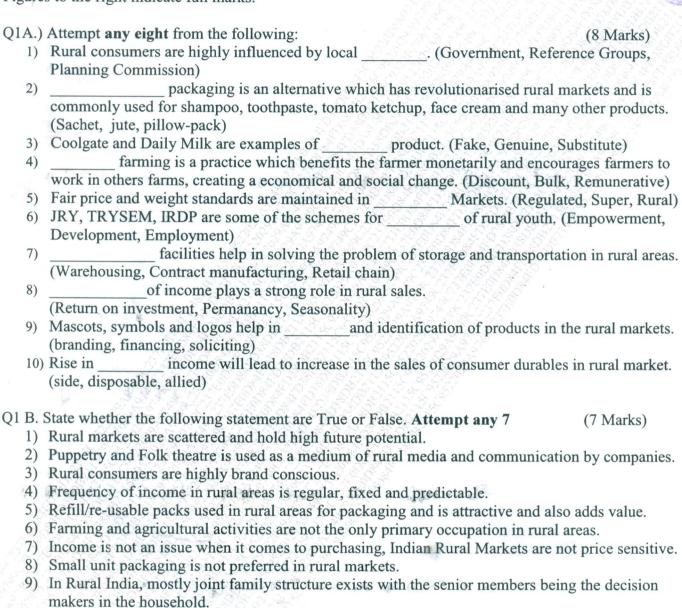
Instruction to students:

Write your answer in detail with suitable points.

Please support your answers with examples.

advertisements in Rural areas.

Figures to the right indicate full marks.



10) Diverse languages and dialects make it challenging to communicate product information and



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Q2 a.) Define Rural Marketing and explain in detail the profile of rural markets in India. (7 Marks)
Q2b.) Write a detailed note on characteristics of rural consumers and support with illustrations wherever possible.

(8 Marks)

OR

- Q2c.) What are the constraints in developing rural markets and suggest certain strategies to overcome the constraints? (7 Marks)
- Q2d.) The government schemes with special focus on rural development are aimed at uplifting the standard of rural life. Discuss in detail some of the government schemes and initiatives including contribution of NABARD in the area of rural development. (8 Marks)
- Q3a.) State the factors affecting rural buying behavior in detail. (7 Marks)
- Q3b.) Explain in brief the Rural Marketing Mix with focus on Product, Pricing, Price and Promotional Strategies. (8 Marks)

OR

- Q3c.) Illustrate the problems of selling in rural markets. Include the problems faced due to spurious (fake) products that are available. Support your answer with examples to substantiate. (7 Marks)

 Q3d.) Write a note on segmentation of rural markets with reference to geographic, demographic, psychographic and behavioral segmentation. (8 Marks)
- Q4a.) Explain the various Public distribution system developed by the government to improvise distribution and storage facilities for farmers in rural areas. Include the APMC and regulated markets that are widely used now. (7 Marks)
- Q4b.) Write a detailed note on Standardization and Grading with suitable illustrations. (8 Marks)

OR

- Q4c.) As part of effective pricing strategy, elucidate in brief the concept of value engineering in areas of packaging and product design. (7 Marks)
- Q4d.) Write a brief note on challenges in rural communication with comparison traditional and mass media options that are available. (8 Marks)
- Q5a.) Unilever has launched a direct rural contact program called 'Lifebuoy Swasthya Chetana' campaign which has induced additional sales by 20% in more than 17,000 villages. Message is to sensitize rural consumers on the basic requirements and benefits of healthcare and hygiene. Lifebuoy soap cakes and liquid handwash are priced at Rs. 10/- and are widely distributed across all tiers of rural markets. As a BMS student you are given the responsibility to design a suitable Rural communication campaign addressing the benefits and need for the product and suggest ways on how you may make the campaign more attractive, impactful and successful. (15 Marks)

OR

Q5 b.) Short Notes: (Any three)

(15 Marks)

- 1.) Contract farming.
- 2.) Distinguish between Rural and Urban Markets.
- 3.) Haats, Shanties and Melas
- 4.) NAFED
- 5.) Characteristics of Agricultural Produce Marketing.
