No. of Printed Pages : 3

MMPM–008

MASTER OF BUSINESS ADMINISTRATION (MBA)

Term-End Examination

December, 2024

MMPM-008 : RURAL MARKETING

Time : 3 Hours *Maximum Marks : 100*

(Weightage : 70%)

Note : (*i*) *Attempt any* ***three*** *questions from Section A.*

(*ii*) *Section B is compulsory.*

(*iii*) *All questions carry equal marks.*

Section—A

1. What are some of the strategic factors important for marketers to keep in mind about rural environment when they plan to enter rural markets ? Discuss.

Downloaded from www.IGNOUBABA.com

2. (a) Explain the factors affecting rate of adoption of innovation in rural market.

   (b) How would these apply to a service like life insurance and digital payment wallets offered to the rural market ?

3. (a) Explain the concept of promotional pricing in the context of rural markets.

   (b) Discuss the implications of seasonal demand on rural distribution with examples.

4. Write short notes on any *three* of the following :

   (a) The impact of technology on rural marketing

   (b) Product differentiation for rural markets

   (c) Rural marketing research

   (d) Hierarchy of intermediaries in rural markets

   (e) Sales promotion methods for rural markets

Section—B

5. MSL company is credited for pioneering the automobile revolution in the country. The company is engaged in the business of

Downloaded from www.IGNOUBABA.com

manufacturing and selling passenger vehicles. With a single model M-800 as its modest starting point, MSL now boasts an extensive portfolio of cars with a variety of variants. The company started with 3-4 cars but today they have over one dozen cars in five categories (Hatch back, Sedan cars, SUVs, MPVs and Commercial vehicles). With an eye on the future, the company wants to increase its share of the Indian SUV market. The company has realized that there is significant potential for SUV market expansion in rural markets. As a marketing manager, you have been assigned the task of developing marketing strategies for rural markets.

Questions :

(a) What suggestions would you make regarding distribution and pricing strategies ? Justify your suggestions.

(b) Suggest a promotion strategy, including the use of digital media for SUV market expansion.

× × × × × × ×

Downloaded from www.IGNOUBABA.com