No. of Printed Pages : 8 **MMPM–008**

MASTER OF BUSINESS ADMINISTRATION (MBA)

Term-End Examination

December, 2025

MMPM-008 : RURAL MARKETING

Time : 3 Hours *Maximum Marks : 100*

Weightage : 70%

Note : *(i) This paper consists of two Sections : Section A and Section B.*

*(ii) Attempt any **three** questions from Section A. All questions in this Section carry equal marks (20 marks each).*

(iii) Section B is compulsory. It carries 40 marks.

Section—A

1. Despite the digital revolution and social media proliferation in India now, rural consumers in India display consumption

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traits distinctly different from those of urban consumers. Discuss the ways in which rural consumers display distinct traits and explain how these differences would impact marketing planning for marketers of the following in rural markets :

(a) Consumer durables like refrigerators and television

(b) readymade clothes

2. (a) Critically comment upon the influence of factors like culture, social class and reference groups on the buying behaviour of rural consumers using suitable examples to illustrate your answer.

(b) Explain how developments like financial inclusion and community empowerment have impacted rural consumption.

3. (a) What are the main factors that have been found to impact the adoption of innovations among rural consumers ?

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How, in your view have these trends impacted the adoption of insurance and health services ?

(b) A large corporate chain hospital is planning to set up branch hospitals in some villages around its headquarters in Bangalore. What are the inputs on adopter categories and adoption behaviour will they need to consider in their service planning ?

4. (a) Who are the participants in the rural distribution process and what is the power dynamics prevalent among these participants ?

(b) How would you assess and monitor the performance of your rural channel members in case of the distribution of household consumer durable products like gas burners or pressure cooker ? Justify the choice of the measures proposed by you.

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Section—B

CASE STUDY

Internet users in rural India are around 227 million and the numbers are increasing day by day. Agriculture industry businesses are looking for different ways to connect and engage with farmers. Brands are using different platforms and communication pieces to achieve their objectives.

In 2022, Netafilm launched a digital marketing strategy for Flexnet flexible pipes for use by farmers, which not only created awareness for the product but also helped to generate sales.

About Netafim

Netafim is a global leader in smart irrigation based solutions. Their products and services range from community irrigation, micro irrigation, greenhouse and digital farming solutions to farmers across the globe. This case refers to their launch campaign for a flexible

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irrigation pipe product called Flexnet, initially in Maharashtra and Haryana

Objective of the Campaign

- Creating a buzz about the product
- To launch FlexNet flexible pipes through digital initiatives
- Create awareness and communicate piping solution effectively
- Drive traction and generate leads for the product

FlexNet Strategy

- Crafting the communication strategy
- Commuting the value proposition of the product
- Product comparison with the available options

The Campaign - Farming Simplified

The company narrates its campaign strategy in the following words "After doing research and talking to farmers we realised that it's a tough task to setup pipes, move pipes and manage

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pipes within farms. Also, farmers are worried about carrying these pipes, storing pipes and durability, so considering all these aspects we came up with the campaign thought #FarmingSimplified and narrated a story which showed that doing farming is now simplified.

We started the campaign with teasers by asking few questions :

Teaser 1- Can farming become simpler ? and sharing illustrative videos to illustrate the simplicity brought in by the product

Teaser 2- Can there be a cost-effective way to do farming ? And demonstrating the product as a highly cost effective solution

Teaser 3- Can farming be more innovative ? And showcasing the innovative solution to the irrigation operations made possible through these flexible pipes.

The teasers were launched in both Marathi and Hindi

FlexNet Launch

The product was then launched with a film articulating the performance, flexibility,

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durability, ease with connectors and low labour cost for entire irrigation system. The film was made accessible on YouTube to make it available to smartphone users, which now form bulk of the farmer population in the areas covered for the initial launch.

Multilingual Strategy for Different Geographies

After we launched the film, we crafted a multilingual strategy to communicate with different inputs on the product features including :

- Durability
- Lower Transportation and Storage Cost
- No Snaking or Kinking
- Leakage-free
- Growing higher and better yields in a more sustainable way
- Labour saving
- Low investment and high returns
- Less wastage of water
- Saves time and energy

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These pieces were communicated through short videos in Hindi & Marathi across geographies.

The Impact

Impressive figures on reach, engagement and leads were obtained, sales conversion was however low.

Reach	Engagement	Leads	Sales
5.6+Mn	2.1+Mn	1,855	110+

5. (a) How would you advise the company on rural promotion of the product as they prepare for a national launch ? What modifications would you suggest in the campaign objectives, advertising themes and the media to be used for promotion?

   (b) What measures would you suggest for measuring the effectiveness of your national rural promotion plan and why ?

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