No. of Printed Pages : 5 **MMPM–008**

MASTER OF BUSINESS ADMINISTRATION (MBA)

Term-End Examination

June, 2025

MMPM-008 : RURAL MARKETING

Time : 3 Hours *Maximum Marks : 100*

(Weightage : 70%)

Note : *(i) Attempt any **three** questions from Section A. Each question carries 20 marks.*

(ii) Section B is compulsory, and carries 40 marks.

Section–A

1. (a) "Technology is a process that does not stop at a point. It is continuous and helps to add value to people's lives." Discuss technological advances in India which have helped rural marketing.

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(b) Explain the concept of competitive pricing in the context of rural markets.

2. (a) Is the qualitative research approach more suitable in the rural context as against survey method ?

(b) Describe the different qualitative research tools and techniques used in rural marketing research.

3. (a) Discuss the packaging adaptations that can be done when consumer products are specifically targetted at the rural markets.

(b) How would you, as a marketer, address the menace of spurious products proliferating in the rural markets ? Suggest appropriate measures.

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

(a) Role of reference groups in the context of rural markets

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(b) Influence of culture in rural buying behaviour

(c) Menace of spurious products

(d) Trends in rural consumption patterns

(e) Significance of Melas and Haats for rural communication

Section–B

5. HUL is one of the few, if not the only, FMCG companies that has identified the challenges of rural markets and developed strategies to address them. HUL has been using a consistent strategy to capitalize on the enormous potential of India's rural market. Since beginning its initial rural project in the 1960s, HUL's rural marketing strategies have evolved from an indirect approach to rural areas to door-to-door marketing through Shakti Amma. Project Shakti was launched by HUL in 2001 with the intention of enhancing product visibility and demand

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for its goods in rural parts of India. It provides employment prospects for rural women who participate in this program as Shakti Ammas (SA). HUL appoints Shakti Ammas by identifying underprivileged women with the help of village Panchayats or by collaborating with rural women's self-help groups (SHGs). HUL has allocated resources to giving these Shakti Ammas on-the-job training and support. HUL sales trainers prepare Shakti Ammas to become saleswomen by teaching them how to sell products to consumers and persuade them to make purchases. After training, she makes a small investment to buy HUL products to sell. Products are delivered by the HUL's rural distributor to the Shakti Ammas, who then sells them directly to village consumers and shopkeepers. Shakti Ammas get HUL products on a "cash and carry" basis and, as needed, can also apply for microcredit from

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SHGs or regional banks. This channel is used to sell a wide variety of goods that are useful to rural consumers.

Questions :

(a) What problems and opportunities do you see in having SHGs as distributors ?

(b) What suggestion would you like to make to the company based on your understanding of the role of SHGs as distributors for rural markets ?

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