Roll No.												

PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – December 2025

Date: 26 – 12- 2025 **Time:** 09:30am – 12:30pm

School: SOM-PG	**Program:** MBA	
Course Code : MBA4023	**Course Name:** Rural Marketing	
Semester: III	**Max Marks:** 100	**Weightage:** 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	25	25	25	25	

Instructions:

(i) ***Read all questions carefully and answer accordingly.***

(ii) ***Do not write anything on the question paper other than roll number.***

Part A

Answer ALL the Questions. Each question carries 3marks. **10Q x 3M=30M**

1.	Explain the concept of rural marketing and its relevance to the Indian economy.	3 Marks	L2	CO11
2.	Distinguish between rural and urban marketing mix with examples.	3 Marks	L2	CO1
3.	Discuss the challenges of rural distribution networks.	3 Marks	L2	CO1
4.	Outline the 4 A's of rural marketing with examples.	3 Marks	L2	CO1
5.	Indicate the importance of local influencers in rural promotion strategies.	3 Marks	L2	CO1
6.	Describe how rural markets contribute to inclusive growth and SDGs.	3 Marks	L2	CO2
7.	Review the characteristics of the Indian rural consumer.	3 Marks	L2	CO2
8.	Summarize how local culture and traditions influence marketing communication in rural India.	3 Marks	L2	CO2
9.	Describe the concept of "Rural Market Paradox" with an example.	3 Marks	L2	CO
10.	Indicate how rural marketing supports Sustainable Development Goals (SDGs).	3 Marks	L2	CO2

Part B

Answer the Questions. **Total Marks 40M**

11.	a.	Apply segmentation strategies to design a marketing plan for solar lanterns for rural households.	10 Marks	L3	CO1
		Or			
12.	a.	Sketch a rural marketing mix for an affordable nutrition drink targeting school children.	10 Marks	L3	CO1
13.	a.	Illustrate a strategy to improve brand loyalty among rural consumers for a detergent brand.	10 Marks	L3	CO2
		Or			
14.	a.	Apply innovation to improve rural distribution using digital kiosks and local entrepreneurs.	10 Marks	L3	CO2
15.	a.	Suggest an integrated communication plan for promoting a rural banking service.	10 Marks	L3	CO3
		Or			
16.	a.	Formulate a channel management plan for an FMCG company entering rural Odisha.	10 Marks	L3	CO3
17.	a.	Create a promotional campaign plan for a health drink brand to expand into neighboring rural districts.	10 Marks	L3	CO4
		Or			
18.	a.	Apply the rural marketing mix to design a strategy for launching a low-cost FMCG product in rural areas.	10 Marks	L3	CO4

Part C

Answer all the Questions. Each question carries 15marks **2Q x 15M=30M**

19.	a.	Case Study – Godrej Chotukool: Innovation for the Rural Market Godrej Appliances developed Chotukool, a small, portable, battery-operated refrigerator priced affordably for rural consumers without reliable electricity. Despite its innovative design and low cost, the product faced challenges in acceptance due to limited awareness, distribution difficulties, and consumers' preference for known brands. The company partnered with NGOs and self-help groups for demonstrations and sales, but scaling up remained difficult. **Question:**	15 Marks	L4	CO3

		a) Apply the concepts of the New Product Development Process to analyze the marketing challenges of Chotukool. b) Recommend strategies to improve product adoption and sustainability in rural India.			

20.	a.	Case 2: HUL's Project Shakti – Empowering Rural Women Entrepreneurs Hindustan Unilever Limited (HUL) launched Project Shakti to empower women in rural India by turning them into micro-entrepreneurs who sell FMCG products in their local communities. Each Shakti entrepreneur is trained to manage sales, handle inventory, and use mobile apps for order management. The project now spans over 18 states and has significantly enhanced rural market penetration. Data Snapshot (2024): • No. of women entrepreneurs: 1,60,000 • Average monthly sales per entrepreneur: ₹25,000 • Rural market contribution to HUL's revenue: 35% • Training investment per entrepreneur: ₹12,000 **Questions:** a) Assess the scalability and sustainability of such a model in other rural markets. b) Suggest improvements using technology or partnerships to enhance its long-term impact.	15 Marks	L4	CO4