



PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – November 2025

Date: 14-11-2025

Time: 11:00am – 12:30pm

School: SOM-PG	Program: MBA	
Course Code: MBA4023	Course Name: Rural Marketing	
Semester: III	Max Marks:50	Weightage:25%

CO - Levels	C01	C02	C03	C04	C05
Marks	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.

5Q x 3M=15 Marks

1	Describe the role of rural marketing models.	3 Marks	L2	C01
2	Explain the importance of segmentation in rural markets.	3 Marks	L2	C01
3	Explain the connection between the 4Ps and 4As of rural marketing.	3 Marks	L2	C01
4	Describe the role of packaging in rural marketing.	3 Marks	L2	C01
5	Explain how rural marketing offers both challenges and opportunities.	3 Marks	L2	C01

Part- B

Answer the Questions

2Qx10M = 20 Marks

6.	ITC's e-Choupal initiative is often cited as a successful rural marketing model. Describe how such a model can be adapted by another FMCG company entering a new rural region.	10 Marks	L2	C01
----	--	----------	----	-----

Or

7.	Discuss how partnerships with local institutions (NGOs/SHGs) enhance rural marketing success.	10 Marks	L2	CO1
-----------	---	-----------------	-----------	------------

8.	Apply the concept of rural consumer behavior to explain purchase decisions for mobile phones.	10 Marks	L3	CO2
-----------	---	-----------------	-----------	------------

Or

9.	A company plans to launch a low-cost solar lantern in rural markets. Apply the New Product Development (NPD) process to outline steps from concept to commercialization.	10 Marks	L3	CO2
-----------	--	-----------------	-----------	------------

Part- C

Answer the following questions

1Qx15M=15Marks

10.	<p>Case Study – Godrej Chotukool: Innovation for the Rural Market</p> <p>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.</p> <p>The company partnered with NGOs and self-help groups for demonstrations and sales, but scaling up remained difficult.</p> <p>Question:</p> <ul style="list-style-type: none"> • Apply the concepts of Rural Product Life Cycle, New Product Development Process, and Segmentation–Targeting–Positioning (STP) to analyze the marketing challenges of Chotukool. • Execute strategies to improve product adoption and sustainability in rural India. 	15 Marks	L3s	CO2
------------	--	-----------------	------------	------------