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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SET - A**

**SCHOOL OF MANAGEMENT  
END TERM EXAMINATION – MAY/JUNE 2024**

**Semester** : Semester VI - 2021

**Course Code** : BBA3022

**Course Name** : Rural Marketing

**Program** : BBA

**Date** : May 29, 2024

**Time** : 09.30am to 12.30pm

**Max Marks** : 100

**Weightage** : 50%

**Instructions:**

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

**PART - A**

**ANSWER ANY FIVE QUESTIONS**

**5 X 2 = 10M**

1. Do the farmers need loans? Explain the main functions of NABARD. (CO1) [Knowledge]
2. Explain the classification of agricultural products and markets. (CO2) [Knowledge]
3. State the factors influencing rural consumer purchase decisions. (CO3) [Knowledge]
4. List out the 4 A's of the rural market. (CO3) [Knowledge]
5. Describe rural market segmentation. (CO3) [Knowledge]
6. Describe the scope and peculiarities of Indian rural marketing. (CO4) [Knowledge]
7. State the various problems related to rural marketing in India? (CO4) [Knowledge]

**PART - B**

**ANSWER ANY FIVE QUESTIONS**

**5 X 10 = 50M**

8. The comparison of infrastructure facilities between Rural and Urban areas highlights disparities that significantly influence Rural Marketing. While Urban areas benefit from well-developed roads and efficient communication networks, Rural areas often face challenges with inadequate infrastructure, impacting logistics costs and the effectiveness of marketing strategies targeted at Rural consumers
1. Compare and contrast the infrastructure facilities available in Rural and Urban areas and discuss their impact on Rural Marketing.
- (CO1) [Comprehension]
9. Critically assess the necessity of loans for farmers and discuss the key functions of NABARD in facilitating Rural Marketing initiatives.
- (CO2) [Comprehension]
10. Explain the significance of rural media typology in effective communication strategies targeting rural audiences. Provide examples of different media channels and their roles in rural communication.
- (CO3) [Comprehension]
11. Summarize how do government-led communication initiatives contribute to rural development and awareness in areas such as healthcare, agriculture, and welfare schemes? Provide examples of successful government communication programs targeted at rural audiences.
- (CO3) [Comprehension]
12. Mobile vans and roadshows serve as highly effective marketing tools in rural areas due to their ability to reach remote locations and engage with rural consumers directly.
- Question:
1. Describe the effectiveness of mobile vans and roadshows as marketing tools in rural areas.
2. How can companies utilize these mobile campaigns to create interactive experiences and generate excitement among rural consumers?
- (CO3) [Comprehension]
13. Compare and contrast the strategies adopted by companies for rural markets with those for urban markets. How do the marketing approaches differ in terms of segmentation, targeting, positioning, and pricing in rural and urban contexts?
- (CO4) [Comprehension]
14. Describe the impact of pricing strategies on consumer behavior and market competitiveness in rural India and explain how do companies set prices to attract rural consumers while maintaining profitability?
- (CO4) [Comprehension]

## PART - C

### ANSWER ANY TWO QUESTIONS

2 X 20 = 40M

- 15.** ABC AgroTech, a prominent agricultural corporation, seeks to transform India's agriculture marketing sector following the enactment of the Farmers Bill 2020 and government initiatives like Krishimara Vahini. Their goal is to elevate marketing efficiency and bolster farmer earnings by optimizing distribution channels, promoting online trading platforms, and ensuring fair pricing. To achieve this, ABC AgroTech plans to collaborate with farmers, government bodies, and technology partners, establishing procurement centers, conducting farmer training programs, and integrating digital tools. However, the company encounters hurdles in managing rural distribution networks due to infrastructure limitations and navigating online trading platforms like Agrimarket. To surmount these challenges, ABC AgroTech adopts a multifaceted approach, investing in rural infrastructure, partnering with local stakeholders, and enhancing platform accessibility. Ultimately, their efforts aim to enhance market access, improve farmer incomes, and foster socio-economic progress in rural areas.
1. How can ABC AgroTech effectively address the challenges associated with managing rural distribution networks, considering infrastructure limitations and logistical complexities?
  2. How can ABC AgroTech leverage government-led incentives like Krishimara Vahini and the Farmers Bill 2020 to enhance its agricultural marketing initiatives and improve farmer livelihoods?

(CO2) [Application]

- 16.** HUL's Project Shakti initiative exemplifies overcoming rural communication challenges. By training rural women as entrepreneurs to distribute HUL products door-to-door, the program not only addresses last-mile distribution challenges but also facilitates direct communication with rural consumers in their local languages, leveraging personal relationships and trust within communities.
1. Using this case study as an example of Project Shakti by Hindustan Unilever Limited (HUL), analyze how initiatives that integrate communication with distribution channels can effectively address rural communication challenges while driving business objectives.
  2. In your opinion, what are the most significant obstacles to effective communication in rural areas, and how can organizations overcome them? Provide recommendations for improving communication strategies targeting rural communities.

(CO3) [Application]

- 17.** Coca-Cola, a global beverage giant, has been at the forefront of penetrating rural markets in India. With a vast rural population and unique challenges, Coca-Cola devised innovative strategies to tap into this segment successfully. In the early 2000s, Coca-Cola recognized the untapped potential of rural India. However, it faced hurdles such as poor infrastructure, low literacy rates, and fragmented distribution networks. Despite these challenges, Coca-Cola saw an opportunity to expand its market reach and increase revenue.
1. Classify the Coca-Cola's localized branding and packaging approach for rural consumers. How did this strategy contribute to its success in rural India?
  2. Examine Coca-Cola's distribution network expansion strategy for rural markets. What measures did the company take to ensure product availability in remote villages?

(CO4) [Application]