



MB 117 B (N)

Third Semester M.B.A. Examination, September 2016
Management
Course – 17B : RURAL MARKETING
(Elective B-Marketing) (New)

Time : 3 Hours

Max. Marks : 80

SECTION – A

1. Answer **any five** sub questions. **Each** question carries **3** marks. **(5×3=15)**
- A) Define Agricultural Marketing.
 - B) What is Rural Marketing Mix ?
 - C) State the problems of Rural Marketing.
 - D) Differentiate between Rural Market and Urban Market.
 - E) Highlights the risk factors of Agricultural Marketing.
 - F) Bring out the components of Rural Marketing Information System.
 - G) What is Contract Farming ?

SECTION – B

- Answer **any four** questions. **Each** question carries **5** marks. **(4×5=20)**
- 2. What are the issues of rural marketing ? Discuss.
 - 3. Explain the problems faced by cottage industries in India.
 - 4. Briefly explain the significance of media in rural marketing.
 - 5. Explain the main features of APMC Act.
 - 6. Write a note on Rural Marketing Model.
 - 7. Discuss the quality control process in agricultural product exporting.

P.T.O.



SECTION – C

Answer **any three** questions. **Each** question carries **10** marks.

(3×10=30)

8. Explain the nature and scope of Rural Marketing.
9. Mention the main features of regulated market. Explain the advantages of regulated market.
10. What is Market Segmentation ? Explain the bases of market segmentation.
11. Discuss the various channels of distribution system in Rural Marketing.
12. Explain the recent trends in Rural Marketing.

SECTION – D

13. Case Study (**Compulsory**) :

(1×15=15)

Encouraging good hygiene – Lifebuoy, A Unilever Brand

Developing market such as India are an important source of growth for Unilever. The company is adopting unique marketing approaches to increase consumption of its products in these regions by positioning itself as an ethical brand that benefits wider society.

Unilever's Lifebuoy 'Swasthya Chetna' ('Health Awakening') campaign is one example. This educates people on the importance of health and hygiene in preventing diarrhoea and encourages them to adopt a simple hand-washing regime using soap. Swasthya Chetna India's largest ever rural health and hygiene education program.

Diarrhoea is the world's leading preventable cause of death, killing 2.2 million people every year including 600,000 Indian children under the age of five. According to a study by the London School of Tropical Hygiene, washing hands with soap and water can reduce instances of diarrhoea by 47%.

Many potential Lifebuoy customers live in remote, rural areas which can be hard to reach through conventional media. Ogilvy worked with Lifebuoy to create a direct communication campaign specially designed to raise awareness among India's largely rural and often illiterate population. Lifebuoy health officers visited 43,000 Indian villages and schools over five years where they used product demonstrations, interactive visuals, competitions and drama workshops to spread the health and hygiene message.



The program is based on the simple insight that 'visible clean is not actual clean' which was brought alive through a special 'Glowgerm' UV demo. When held under ultra-violet lamps, glow germ powder glows on hands washed only with water, symbolising germs on those hands, and does not glow on hands washed with soap.

The program has reached 110 million rural Indians since it began in 2002. Awareness of germs has increased by 30%, and soap use has increased among 79% of parents and among 93% of children in the areas targeted. Soap consumption has increased by 15%.

The campaign received recognition for its innovation and effectiveness, winning silver in the Rural Marketing Advertisers Association of India awards in 2006, and the grand prize at the Asian CSR awards 2007. It was also recognised by the Indian government who created a special edition postal.

Questions :

- 1) Is the positioning strategy of the company appropriate or can the company design alternative strategies ?
- 2) Suggest innovative strategies that the company could adopt apart from those described in the case.
