

VPM'S
Dr VN BRIMS, Thane
Programme: MMS (2014-16)
Second Semester Examination April 2015

Subject	Rural Marketing		
Roll No		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of Printed pages		Date	24-04-2015

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions

Q1) 20 Marks (Compulsory)

- a. In what way marketing in the 21st century is different from the 20th one? Explain with specific examples
- b. Elaborate the evolution of rural marketing from 1960-80; 1980-2000 and 21st century

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c)

10 Marks

- c. Customer value proposition (C.V.P). How it is measured?
- a. Unique selling proposition (U.S.P) in rural marketing. Explain the difference between C.V.P and U.S.P
- b. Pepsi – New Products for Rural market

Q3) Any two from (a) or (b) or (c)

10 Marks

- a. Why Rural marketing is attracting the attention of M.N.C's and big organizations? Give reasons
- b. Nirma's strategy for rural market.
- c. HUL's counter strategy to NIRMA

Q4) Any two from (a) or (b) or (c)

10 Marks

- a. What are the marketing Mix strategies(4 Ps) for Rural Market?
- b. Convert the 4 Ps(Marketing Mix) into 4 As and justify the same.
- c. Coca-Cola efforts in tapping rural market. Explain the specific product range.

Q5) Any two from (a) or (b) or (c)

10 Marks

- a. What are the problems and challenges in rural market?
- a. Explain the concept "Farm to Fork". How and organization has adopted this.
- b. How Modi's campaign adopted to rural marketing? What management lessons B-Schools learn?

Q6) Any two from (a) or (b) or (c)

10 Marks

- a. What are the innovative marketing strategies adopted in Fertilizer Industry? How leading companies have adopted?
- b. What are the major challenges & issues pertaining to 4As (4 Ps) in marketing fertilizers to rural sector?
- c. What is the difference in fertilizer marketing adopted by RCF (Rashtriya Chemical Fertilizers) and Godrej?

Q7) Any two from (a) or (b) or (c)

10 Marks

- a. What is Value Chain concept in Agri marketing? How the farmers are benefitted?S
- b. Explain contract Farming
- c. Women empowerment by HUL- "Shakti Amma"