

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2014-16)
Sixth Trimester (Marketing) Examination April 2016

Subject	Rural Marketing		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	21.04.2016

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

Q1) 20 Marks (Compulsory)

Galvanized Corrugated (GC) sheets are a part of the product portfolio of Flat Products Division. The Flat Products team at Tata Steel, managing the Tata Shaktee brand of GC sheets, was contemplating the brand communications budget.

GC sheets are mainly used for roofing in rural houses. They are also used for making side-walls and shop extensions, and sheds for cattle, storage etc. Competing products include thatched roofs, and tile and asbestos cement sheets, which have a distinct price advantage; and to a small extent reinforced concrete cement or RCC, which is relatively inexpensive. RCC is preferred by rural India for roofing.

Tata Steel was the third largest producer of GC sheets in the country, and had a market share of 9 per cent in 2000. The Flat Products team had set the objective of becoming market leaders in the Indian steel roofing market. The focus was on rural housing and on the R2, R3 and R4 SECs.

The communication challenge was to promote the brand's consumer value-add through effective communication strategy directly to the rural-end consumer and decision maker. The first objective of the campaign was to communicate the benefits of Tata Shaktee vis-à-vis other brands. The other communication challenge was to create direct communication opportunities that allowed product demonstrations. It had to be an opportunity where something as cumbersome as a GC sheet could be put up for a demonstration. Some critical issues identified via interactions were:

- The buyer, mostly the head of family, who makes decisions relating to purchase spends maximum time in the fields in the day.
- Tata Shaktee charges INR 10-15 premium per sheet over other brands.
- Technological superiority like RCP, Zinc coating are difficult to comprehend, and must be explained in terms of utility to customer.
- Variations within Hindi as a language of communication.
- Being a durable product, opinion leaders like masons play an important role.

Questions

1. Conceptualise a communication plan for Tata Shaktee GC sheets fulfilling the following objectives
 - a. Creating brand awareness for the product.
 - b. Building a relationship with the consumer and creating brand loyalty through a burst of below the line promotional activities.

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What were the three major changes in rural infrastructure in recent years? What opportunities will they provide to the rural markets, and how?
- b) If a farmer wants to buy a tractor, what according to you would be the factors that will influence his decision? What will be the decision making process followed by him?
- c) Describe the adoption and diffusion process of new products in the rural context.

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) A leading hair oil company wants to launch its new product catering to rural women, and therefore wants to understand their current behavior. Prepare a research plan for the same.
- b) Describe the importance of multi-attribute segmentation in rural markets. Explain one such approach used by companies for their market planning in detail.
- c) Discuss the innovation strategies adopted by any one MNC to penetrate into rural markets.

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) "Participatory rural appraisal is an innovative research tool to elicit responses in rural research". Elaborate
- b) What are the key challenges in reaching rural markets? How can companies address these bottlenecks?
- c) Explain the steps involved in message design.

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Explain the fundamentals of pricing in the rural context.
- b) Develop a communication strategy for promoting hybrid seeds and pesticides.
- c) Critically analyse the issue of fake products in rural markets. What are the different strategies that a rural marketer should adopt to handle the issue?

Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Explain the five levels of a product with suitable examples.
- b) What are the key elements in brand building in rural markets? Discuss.
- c) Discuss any two successful rural centric distribution models.

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Discuss the internal and external factors considered while setting the price of a product.
- b) Briefly describe the various communication tools that can form a part of the rural communication mix strategy.
- c) "Rural markets are the next go to markets for companies" Do you agree? Give reasons.