Subject	Rural Marketing		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	12.04.2017

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

Q1) 20 Marks (Compulsory)
Mahindra: Digital campaigns changing face of rural India
Mahindra's Farm Equipment Sector (FES) recently rolled out a marketing campaign for the Mahindra Arjun Novo tractors, which featured a television film, leveraging 3D animation to demonstrate technological advancements of the tractor. The TVC is set against the backdrop of Mahindra Research Valley, the centre for design and development for Mahindra's automobiles and tractors. The TVC, conceptualised by Interface Communications, showcases a true farm performance, bringing to life proven product performance using 3D animation. The product features have been explained and dramatised, depicting the product's superiority and advanced technology and highlighting its key message for customers. Activation is very important to reach this community. People want to touch, feel and see the performance before they buy because a lot hinges on the product. What Mahindra has done is it has created an advanced demo module, incorporated sensors on tractors that display the relevant performance parameters on an LED screen to show how it performs on the field as not everybody can sit on the tractor. These demos are held in potential markets, Mahindra's campaign tries to get the influencer group for the activity. And, with this technologically superior activation, a lot of conviction is coming through.

    a. What are the factors behind success of digital media in rural markets?
    b. As per the case, discuss attitude of rural consumers towards advertising of consumer durable products.
    c. What is the product strategy of Mahindra for rural markets?
    d. Suggest additional promotion activities which can be conducted for Mahindra's tractors.

Attempt Any FOUR from the Remaining SIX Questions
Q2) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*
    a. Discuss five attributes of rural consumer behavior.
    b. What are the challenges for rural distribution system?
    c. List all the elements of rural marketing environment.

Q3) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*
    a. What are top five key considerations in targeting rural consumers?
    b. Discuss leading strategies for product positioning in rural markets for FMCG products.
    c. Explain the key technological environment factors leading to growth opportunities in rural markets.

Q4) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*
    a. What are various segmentation variables in rural India?
    b. Write a short note on rural cooperatives and their functions.
    c. Discuss role of various opinion leaders in rural marketing communications.

Q5) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*
    a. Explain the rural agricultural credit structure of Indian economy.
    b. Discuss various functions of NABARD.
    c. What are different types of rural credit cooperative institutions?

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

    a. Explain the model for functioning of ITC E-choupal.
    b. Discuss the functions of Agricultural Export Zones.
    c. What is contract farming and how it is executed?

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

    a. What are regulated markets? Discuss its functions.
    b. Discuss the strategies of ICICI bank in the area of rural financing.
    c. Explain the functioning of Unilever's Project Shakti model.