



Name:

Enrolment No:

UPES

End Semester Examination, April 2023

Course: Rural Marketing
Program: BBA – Marketing
Course Code: MKTG 2038P

Semester: IV
Time: 03 hrs.
Max. Marks: 100

SECTION A
10Qx2M = 20Marks

S. N.		Marks	CO
Q1 (i)	Which of the following is a key feature of rural markets? a) High population density b) Low-income levels c) Urbanized lifestyle d) High literacy rate	2	CO1
(ii)	Which of the following communication channels is most effective in rural marketing? a) Social media b) Print ads c) Television commercials d) Billboards	2	CO1
(iii)	Which of the following strategies is most effective for reaching rural consumers? a) Increasing prices to increase perceived value b) Offering products in larger packaging sizes c) Offering products at low prices d) Focusing on the features of the product rather than its benefits	2	CO1
(iv)	Which of the following is a common challenge faced by marketers in rural areas? a) Lack of product demand b) Limited distribution channels c) High purchasing power d) Lack of access to digital technologies	2	CO1
(v)	Which of the following is an effective way to overcome challenges related to distribution in rural areas? a) Setting up exclusive stores in rural areas b) Creating an online store c) Offering free shipping on all orders d) Using only mass media for communication	2	CO1
(vi)	Which of the following is an important consideration for product packaging in rural marketing?	2	CO1

	<ul style="list-style-type: none"> a) Using eco-friendly packaging materials b) Using large and heavy packaging c) Using bright and bold colors d) Providing detailed product information on the packaging 		
(vii)	<p>Which of the following is an effective way to promote products in rural areas?</p> <ul style="list-style-type: none"> a) Using celebrities in advertisements b) Distributing free samples c) Running online ads d) Promoting products at urban events 	2	CO1
(viii)	<p>Which of the following is an effective way to understand the needs of rural consumers?</p> <ul style="list-style-type: none"> a) Conducting market research in urban areas b) Conducting surveys in local languages c) Creating products based on urban trends d) Offering high-end products at low prices 	2	CO1
(ix)	<p>Which of the following is an important factor to consider when targeting rural markets?</p> <ul style="list-style-type: none"> a) Language barriers b) High population density c) High literacy rates d) High disposable income levels 	2	CO1
(x)	<p>Which of the following is an effective way to build brand loyalty in rural markets?</p> <ul style="list-style-type: none"> a) Offering low-quality products at low prices b) Offering a wide range of products c) Providing after-sales services d) Ignoring the cultural differences in rural areas 	2	CO1
<p>SECTION B 4Qx5M = 20 Marks</p>			
Q2	Identify the growth opportunities for rural retailing.	5	CO2
Q3	Explain the direct marketing approaches used in rural areas.	5	CO2
Q4	Identify the problems in rural logistics.	5	CO2
Q5	Discuss the influence of the marketing offer in creating stimuli among rural people	5	CO2
<p>SECTION C 3Qx10M = 30 Marks</p>			

Q6	Imagine that you are a marketing consultant for a non-profit organization that is trying to promote sustainable farming practices in rural areas. What channels and strategies would you use to effectively reach your target audience and create awareness about the organization's initiatives?	10	CO3
Q7	You are a marketer for a company that produces construction materials such as cement and bricks. What promotional strategies would you use to target rural markets?	10	CO3
Q8	You work for a company that produces home appliances such as refrigerators, washing machines, and air conditioners. What are some challenges that you may face while targeting rural markets and how would you overcome them?	10	CO3

SECTION D
2Qx15M= 30 Marks

Case Study: Marketing Agricultural Equipment to Rural Farmers

ABC Industries is a well-established manufacturer of agricultural equipment that has been catering to the needs of farmers in urban areas for the past 20 years. The company has recently identified an opportunity to expand its reach by targeting rural farmers, who have largely been ignored by the company in the past.

After conducting market research and analyzing the potential for growth in rural areas, the company has decided to launch a new line of products that are specifically designed for small-scale farmers in rural areas. The company has also identified a few key challenges that it will need to overcome in order to successfully penetrate the rural market.

Challenges:

- Limited distribution channels: ABC Industries currently relies on a network of dealers and distributors to sell its products in urban areas. However, the company has found that there are very few dealers and distributors in rural areas, which could make it difficult to distribute its products.
- Lack of awareness: Many rural farmers are not aware of the latest technological advancements in agriculture and may not understand the benefits of using modern equipment.
- Low purchasing power: Rural farmers generally have lower incomes than their urban counterparts, which could make it difficult for them to afford the company's products.

Q9	What are some specific marketing strategies that ABC Industries could use to effectively promote its new line of products to rural farmers?	15	CO4
Q10	How could the company leverage digital technologies to effectively reach rural farmers and promote its products? What are some potential long-term benefits of successfully penetrating the rural market for ABC Industries?	15	CO4