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School of Business
Bachelor of Business Administration
Mid Term Examination - Mar 2024

Duration : 90 Minutes
Max Marks : 50

Sem VI - D1UA605T - Rural Marketing

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Examine the various factors hindering the commercialization of agriculture in a specific region of India. Provide examples to support your categorization. K4 (4)
- 2) You are a project manager leading an e-commerce expansion project for a agro-based company focusing rural markets. As part of the project planning phase, assess the existing technological infrastructure in the target rural areas and identify potential gaps or limitations that could hinder e-commerce adoption. K5 (5)
- 3) "Rural consumers are brand loyal." Evaluate the statement and examine the innovation adoptability of rural consumers. K5 (5)
- 4) Apply behavioral segmentation techniques to organize a marketing strategy for a rural marketing campaign in India with examples. K3 (6)
- 5) Analyze the challenges faced by rural farmers and propose marketing solutions that can connect them directly with consumers or improve their access to markets. K4 (8)
- 6) Your client 'Healthy Chocolates' is a leading distributor and manufacturer of chocolates. According to Mr. Kuldeep Singh, CEO of the company, the traditional strength of selling chocolates in rural India has been with grocery stores, which still account for the majority chocolate sales of Healthy Chocolates. But, 'Kids Baazar', a kid's food chain startup, has been growing at a healthy rate of almost 15 per cent per year and has now become 'Healthy Chocolates' largest customer. Mr. Kuldeep Singh is not sure how to react on this as a distribution strategy. Being a rural market distribution consultant, he has asked you to recommend strategies on this K5 (10)

- 7) Q- (a) A consumer durable company planning to enter rural areas, develop a pricing strategy. Consider a situation where the company aims to introduce a new line of energy-efficient refrigerators tailored for rural households. Outline the pricing strategy that would be most effective in this scenario.
- Q- (b) How can variations in size, capacity, and energy efficiency be strategically priced to maximize market penetration?

K6 (12)