

- Note : 1) All questions are compulsory.  
 2) All questions carry equal marks.  
 3) Figures to the right indicates equal marks.

Q. 1 Answer any Two (7.5 Marks Each) 15  
 a) What are the features of rural marketing in India?  
 b) What are the efforts put for rural development by government?  
 c) What can be the product and pricing strategies for the rural market?

Q. 2 Answer any Two (7.5 Marks Each) 15  
 a) Which are the economic and psychological factors affecting rural consumer behaviour?  
 b) Which are the different types of Buying behaviour?  
 c) Explain different innovative marketing techniques.

Q. 3 Answer any Two (7.5 Marks Each) 15  
 a) Explain different tools used for promotion.  
 b) List the basis of segmentation with examples.  
 c) Explain different ways of pricing value conscious and quality conscious customers in the rural market.

Q. 4 Answer any Two (7.5 Marks Each) 15  
 a) Define IMC and explain in brief the components of IMC.  
 b) Which are the different Formal Organised Media?  
 c) Which are the problems faced in physical distribution?

Q. 5 Case study : 15  
**A case of Sai Households Ltd. :**

Sai House-holds Ltd. (SHL) is a very well established company in the field of manufacturing and selling of consumer durables like TV, washing machines and water filters; since 1990. The company has achieved remarkable success in marketing of their products through direct selling method in urban areas.

The Co. started with a team of 100 direct selling salesmen. They have a separate salesforce Training and Development cell now, as there are more than 1500 well trained salesmen. SHL conducts carefully structured training program and prepares salesmen for different kinds of situations they might encounter.

The team is trained mainly to attract the housewife as the products deal with household items. The salesmen first develop a casual conversation as they enter a house and then move to a practised sales pitch on the products to demonstrate how the product will make life better for the housewife.

SHL also keeps salesmen's enthusiasm alive with seminars and discussions. It is ensured that they stay highly motivated. Achievers are also rewarded by SHL.

Now, SHL decided to go to semi-urban and rural markets instead of confining to urban markets only.

SHL wants to encash in rural areas also through direct sales. So, it diverted some of its salesmen to nearby town centres and each team were given 10-15 villages of population less than 500 each. The salesmen first contracted the village heads and then made an entry into the area.

As per the earlier experience, salesmen here also tried to start with casual conversation and target the house wives. Over a period of 15 days to 1 month all the salesmen came back to parent department with no success in sales and many had very bad experiences also to share with.

The CEO of SHL, fired the Salesforce Training and Development cell incharge and asked his Marketing Department to develop a new strategy to focus on the semi-urban and rural areas.

Questions :

- 1) Was CEO right in firing the Salesforce Training and Development cell incharge? Is so, why? 5
- 2) When SHL was doing so well in urban market, why did not the same strategy work in rural areas? 5
- 3) If you were the Marketing Manager, what is the new strategy you would develop to focus in Rural Markets? 5

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