

**PGDM, 2019-2021**  
**RURAL MARKETING**  
**DM-436**

**Trimester – IV, End-Term Examination: September 2020**

Time allowed: 2 hrs 30 min

Max Marks: 50

Roll No: \_\_\_\_\_

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as Unfair Means. In case of rough work please use answer sheet.

SECTION A – (5 marks \* 6 questions) = 30 Marks

(CLO 1)

A1 Describe rural in 35 words? Describe how government of India defines the rural?

OR

A1 What have been the impact of Covid on the rural economic structure and demand? Support your answer with facts and figures wherever applicable.

A2 Development of Roads play more important role in economic development of rural areas than development of IT infrastructure . Discuss

OR

A2 Discuss five key developments in the marketing environment in rural areas in last five years .

(CLO 2)

A3 What is the importance of PRA in rural market research ? Which are the key tools being used while conducting PRA?

OR

A3 How would you segment the rural market for smart phones ?

A4 Describe the adoption and diffusion process of new products in the rural context

OR

A4 Which are the typical Do's and Don'ts to be followed while conducting Rural market research ?

A 5 What are the key elements in brand building in rural markets ? give examples

OR

A 5 Discuss in brief rural centric distribution models ?

A6 Jugaad way of innovation has done wonders in emerging economies. Discuss in brief about the steps involved in developing an innovative low cost solution for rural markets ? ( You may consider products like Godrej Chotu kool or GE's low cost ECG machine)

OR

A6 Briefly describe the various communications tools that can form a part of the rural communication mix strategy with examples.

#### SECTION B – CASE STUDY (20 Marks) (CILO 4 or Combination of CILOs)

Dirt and Soil are major carrier of all kinds of bacteria, viruses and other microbes. Due to poor availability of water and excess of dirt in rural environment, it is inevitable for rural population to get more infected with microbial or viral diseases than their urban counterparts. The outbreak of Covid-19 has made the need of hand sanitizer not only critical but mandatory also in all parts of the world. Chic the pioneer in shampoo in small pouch has launched sanitizer in a 1 Re sachet during the lockdown.

- a. Develop a detailed marketing and distribution plan for this product in rural markets . The plan must include the following :
1. Which states in India to be selected in first phase for the launch and what is the basis of their selection?
  2. How could you take an inclusive marketing approach for distribution of this product ?
  3. How will you communicate about this product before, during and after the launch ?