

PGDM, 2013-15  
Rural Marketing  
DM-536

Trimester - V, End-Term Examination: December 2014

Time: 2 Hour 30 Min.

Maximum 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 (Attempt any 3 questions out of 5, 3\*5=15 Marks)**

- Que 1. Inclusive marketing is the backbone of rural marketing : Comment
- Que 2. What is reverse innovation and how it helps rural product development ? Explain
- Que 3. How is brand stickiness different from brand loyalty. Discuss
- Que 4. Rural employment generation programs have changed the face of Rural India ?Comment
- Que 5. ITC E chaupal is just another model of exploiting farmers? Debate

**Section B (Attempt any 2 questions out of 3, 2\*10=20 Marks)**

- Que 1. Can marketers replicate the urban marketing research approaches, methods and tools in rural areas with same efficiency ? Discuss participatory research appraisal technique in detail by giving suitable examples of different kinds of PRA tools and their utility.
- Que 2. Discuss for one of the company in detail from below on how they evolved their rural strategy .Explain their process of defining 4 As out of their existing 4 Ps . What are the key success factors for them in rural domain.

- i) LG
- ii) Ghadi detergents
- iii) Airtel
- iv) Wagh bakri Tea
- v) Philips
- vi) SBI Bank
- vii) Maruti

Que 3. A laptop manufacturing company is planning to enter into rural India with a tablet. Discuss the process of product development, market segmentation , pricing and promotion for them. You may make assumptions prior to answering the question.

**Section C (Compulsory Case Study, 15 Marks)**

**A self-Sustaining ICT Eco-system for Universal Access.**

Broadband kiosks are popping up all over India. Hughes has been working with both state and central governments and private companies to create information kiosks that can give people access to a variety of online services. As part of this initiative, Hughes is setting up semi urban & rural information communication and technology (ICT) kiosks in India, primarily focusing on providing education, teaching aides, and rural banking. The kiosks, called Hughes Net Fusion centers, are operated on a franchisee model, offering budding entrepreneurs across the Indian landscape the use of technology for e-commerce, education, and e-governance. Leveraging its satellite broadband platform, Hughes is providing the most remote areas of India various broadband services including Internet access, railway ticketing, airline ticketing, hotels / holiday bookings, prepaid top-ups, international voice service, and education service, and through the Hughes Net Fusion centers.

Today we have an integrated network of 1300 such centers across 500 locations in India, which are helping expansion of the addressable market for satellite broadband services by leveraging Hughes' understanding, and technology leadership in the satellite space. Today, Hughes is working with the industry to create an ecosystem that will make satellite broadband services more accessible, available and affordable to consumers in addition to giving them relevant and meaningful content.

“ Hughes Net Fusion by deploying these centers and services has evolved an Eco-system that enable a Kiosk deployer to provide multiple- services thereby creating economically Self-Sustaining infrastructure.”

The company aims to create over 100,000 ICT kiosks across India by mid 2015 and thus generate over 100,000 jobs and self-employment opportunities. With rural India stirring and ready to take its rightful position in the scheme of things, Satellite Broadband and ICT infrastructure can be a great equalizer by offering level paying field to people, companies, and countries worldwide, by providing better access to educational opportunities, development of skill sets and utilizing technology for greater productivity, Hughes is empowering people to change the way they live, learn and work.

Target Profile	Broadband Internet	Interactive Education	VAS(value added service)
Male : Female	80 : 20	95 : 5	50 : 50
Age groups	15 – 30yrs	17 – 35yrs	28 – 45yrs
Cities Coverage	Pan India	Pain India	E-ticketing – SEC A&B Others – Pan India
Other Usage Profile	<ul style="list-style-type: none"> <li>Youth for normal surfing.</li> <li>Work Related</li> </ul>	10 + 2, Graduate, Post Grad., Working executives for various Education programs	Youngsters, Working Executives & Businessmen

### Some Statistics for Marketers:

- 1300 enters in 500 locations in India
- 199,500 sq feet of physical retail space
- 2000 internet terminals across the network
- 4.5 lakhs captive audience walk-in per month
- 13.5 million minutes of internet usage per month
- 4 million page downloads per month

### Marketing Strength / Capability of the network:

- Ability to multicast digital content to any remote center centrally e.g. Multi-media advertisements using satellite multicast.
- Interactive media campaigns to generate leads electronically using internet front end
- Cash Collection Service for e-Commerce growth
- Physical retail presence across India including NON-METRO & RURAL LOCATIONS
- Capacity to deliver true broadband experience to customers
- Captive Internet audience of 30 mins per customer
- Exhaustive reach through its franchise network
- Deeper penetration of Internet services to even remote places
- Deployed ready to use infrastructure

### CASE STUDY QUESTION

As an entrepreneur prepare a detailed Business Plan detailing the concept of how you would use this Kiosk, and the capabilities it offers, to reach out to this target **RURAL** audience. The business plan should indicate the following very clearly at this stage:

- A. The target customer for this kiosk and her segmentation profile (4 Marks)
- B. Which possible need(s) does your service offered at kiosk satisfy for this target customer (4 Marks)
- C. What all could be conceived and designed to be done through this kiosk for the inclusive development of the rural area(s). (7 Marks)