

PGDM, 2015-17
Trimester – IV, End-Term Examination: Sep 2016
Rural Marketing
DM-435

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 (Please attempt 3 out of 5 questions from this section) TOTAL MARKS 15

Que 1. Urban marketing is revolutionary and rural marketing is evolutionary : Comment

Que 2. Product development for rural market depends upon management commitment than market needs ? Explain

Que 3. How is brand stickiness different from brand loyalty. Discuss

Que 4. "A BCG Study says that by 2020, there will be 300 million internet users in rural India". Explain how will it influence rural marketing scenario?

Que 5. Project Shakti by Unilever is a true model of inclusive marketing? Debate

Section B (Please attempt 2 out of 3 Questions from this section)) TOTAL MARKS 20

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) Samsung
- ii) Patanjali
- iii) Idea
- iv) Wagh bakri Tea
- v) Dabur
- vi) PNB Bank
- vii) Maruti

Que 3. Sri Sri Ravishankar is planning to launch its complete range of personal care products for rural masses. Discuss the process of deciding price points and physical distribution network for their product in rural India. Highlight all steps and business model in order of priorities.

Section C
Case Study
[Total 15 Marks]

Reliance Jio

Home to the world's second largest population of 1.2 billion, India is a young nation with 63% of its population under the age of 35 years. It has a fast growing digital audience with 800 million mobile connections and over 200 million internet users. Reliance thoroughly believes in India's potential to lead the world with its capabilities in innovation. Towards that end, Reliance envisages creation of a digital revolution in India.

Reliance Jio aims to enable this transformation by creating not just a cutting-edge voice and broadband network, but also a powerful ecosystem on which a range of rich digital services will be enabled – a unique green-field opportunity.

The three-pronged focus on broadband networks, affordable smartphones and the availability of rich content and applications has enabled Jio to create an integrated business strategy from the very beginning, and today, Jio is capable of offering a unique combination of telecom, high speed data, digital commerce, media and payment services.

A Vision That Touches All

Reliance's vision for India is that broadband and digital services will no longer be a luxury item. Rather, Reliance envisions an India where these are basic necessities to be consumed in abundance by consumers and small businesses alike, as much in far-flung villages as in our largest cities. The initiatives are truly aligned with the Government of India's 'Digital India' vision for our nation.

Affordable Devices: Jio has worked with all the leading device manufacturers of the world to ensure availability of 4G LTE smartphones across all price points – from ultra-premium models on one hand, to entry level models on the other.

Digital Currency: Jio envisions a new India which will use digital currency instead of paper money for a more secure and convenient way to transact. Jio Money, Jio's digital currency and digital payments business, will play a crucial role in this by offering a platform for ubiquitous, affordable and secure digital payments.

Jio Drive: Micro and small businesses will soon have access to cutting-edge cloud storage technologies which were once affordable to big companies only, giving them a new edge to compete on a global landscape. Jio Drive is an application that brings powerful cloud capabilities to every smartphone. Using Jio Drive, anyone can store, sync and share any content between their own devices and also with their friends.

Digital Education: Teachers and students from far flung areas can connect with each other, crowd-source knowledge and adapt new age learning techniques and thus lift the level of education to a completely different plane.

Digital Healthcare: Expert medical advice would be available anytime, anywhere - with medical practitioners able to grow their practice without constraint, and provide quality of life to the crores that make up our country.

Digital Entertainment and social connectivity: Jio Chat is a powerful communication application that integrates chat, voice, video calling, conferencing, file sharing, photo sharing and much more. Jio Play enables users to watch HD TV anytime, anywhere on any device, from hundreds of channels, across categories and languages. Jio Beats is a premier digital music streaming service that gives instant access to millions of songs and curated playlists. Jio Mags and Jio News provide access to the most popular collection of magazines and news from leading publishing houses across multiple languages.

Digital Entrepreneurship: Jio is building a powerful platform on which a range of rich digital products and services can be enabled - digital currency, digital commerce, digital education, digital healthcare, e-governance, Smart Cities, M2M and the Internet of Things. It does not matter whether these services are created by Jio itself, its ecosystem partners or anyone globally. Reliance is committed to the principles of Net Neutrality.

Laying the Foundation for the Future

Reliance Jio is creating the most extensive and future-proof network in India, and perhaps, in the world. It will provide next generation legacy-free digital services over an end-to-end all-IP network, which can be seamlessly upgraded even to 5G and beyond. In addition to the existing pan India 2300 MHz spectrum and 1800 MHz in 14 circles, Jio invested over Rs 10,000 crore during this year's auction to acquire 800 MHz spectrum in 10 circles and 1800 MHz spectrum in 6 circles. This brings the cumulative investment in spectrum assets to nearly Rs 34,000 crores. Jio now has the largest footprint of liberalized spectrum in the country, acquired in an extremely cost effective manner.

Reliance Jio has laid more than 2.5 lakh kilometres of fibre-optic cables, covering 18,000 cities and over one lakh villages, with the aim of covering 100% of the nation's population by 2018. It has an initial end-to-end capacity to serve in excess of 100 million wireless broadband and 20 million Fibre-to-Home customers. Reliance Jio has also built nearly half-a-million square feet of cloud data centres and a multi-Terabit capacity international network.

The infrastructure is being built in partnership with some of the world's most technologically advanced companies.

CASE STUDY QUESTION

Reliance Jio has opened up opportunities for B2B segment to use their services for running independent service platform in any part of the country. As an entrepreneur prepare a detailed Business Plan for setting up a multi utility service kiosk model for rural India . Define the concept of how you would use Reliance Jio network, 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
- B. Which possible need(s) does your Kiosk satisfy of this target customer
- C. What all could be conceived and designed to be done through this kiosk for the inclusive development of the rural area(s). (Restrict your options for service delivery as per the features of Reliance Jio as described in the case study).

(4,4,7)