

**GUJARAT TECHNOLOGICAL UNIVERSITY****MBA - SEMESTER– IV EXAMINATION – WINTER 2020****Subject Code:4549291****Date:02/01/2021****Subject Name:Sectoral Elective\_Rural and Agricultural Marketing (RAM)****Time:02:00 PM TO 04.00 PM****Total Marks: 47****Instructions:**

1. Attempt any **THREE** questions from Q1 to Q6.
2. **Q7 is compulsory.**
3. **Make suitable assumptions wherever necessary.**
4. **Figures to the right indicate full marks.**

<b>Q. No.</b>	<b>Question Text and Description</b>	<b>Marks</b>
<b>Q.1</b>	Explain the term:	<b>06</b>
(a)	(a) MART (b) Contract farming (c) Rural sampling	
(b)	(a) Rural branding (b) Influencer (c) Dyads	<b>06</b>
<b>Q.2</b>	(a) Define Rural markets and rural marketing. Give difference between rural marketing and urban marketing	<b>06</b>
	(b) What are the factors important which make Multi-national companies to invest in the rural market?	<b>06</b>
<b>Q.3</b>	(a) Assume yourself as a manufacturer of LED lights. what are the steps you would need to follow in planning a sales promotion program for rural markets for the promotion of your new range of LED lamps	<b>06</b>
	(b) Discuss the rural marketing mix with an appropriate example.	<b>06</b>
<b>Q.4</b>	(a) Discuss various factor which influence rural consumers during purchase of a product.	<b>06</b>
	(b) Why distribution has significant role in product offerings in rural market? Which are the distribution strategies marketers must consider for distribution in rural market?	<b>06</b>
<b>Q.5</b>	(a) “sky ltd” is a MNC company producing a washing powder. They found the rural market be very potential market and wants to conduct an rural business research. As a expert you are asked to suggest them what to do and what not to do while researching the marketing research.	<b>06</b>
	(b) What can be the important product strategies for the consumer durables products?	<b>06</b>
<b>Q.6</b>	(a) What are the different savings and investment opportunities available to the Indian rural customers? Explain the various strategies being adopted by banks to tap the rural customers?	<b>06</b>
	(b) What is packaging and labeling? Do you feel rural consumers give	<b>06</b>

importance to the packaging?

**Q.7**

**CASE STUDY:**

To promote the new concept, the Foundation launched a pilot project in Karnataka to raise social awareness about the dangers of smoke in the kitchen and promote simple measures to reduce smoke inside the house in 2008. The accompanying video shows how the programme called 'My Kitchen, My Pride' reached out to 112 villages in Karnataka through a combination of on-ground static and interactive activities like display of wall posters and wall paintings, mobile van campaigns, flipchart stories, interactive games, and street plays. The campaign was a part of a global effort to raise awareness about the dangers of kitchen smoke in rural India, especially villages with a population of 5,000–20,000.

The Shell Foundation has established new distribution and sales networks to reach rural homes at affordable costs. The foundation has signed up a partnership with Envirofit International, a US not-for-profit organization to design and market a new range of improved stoves and to find commercial partners to manufacture and distribute stoves. Since unveiling its first line of clean cookstoves in May 2008, Envirofit has sold over 100,000 cookstoves in emerging markets around the world, with India as its primary focus. The objective of the programme is to sell 1,000,000 units in the next five years.

- (a) How did Envirofit implement its marketing plan to sell improved cookstoves in rural markets? What methods were used to create awareness and drive sales? What challenges were faced? **5.5**
- (b) Find out details about other initiatives related to improved biomass stoves. What are the critical success factors of Envirofit stoves which differentiates it from others? **5.5**

**OR**

- Q.7** (a) What are the factors that would be affecting to the consumers of Envirofit? **5.5**
- (b) What pricing strategy you would suggest to the company to increase the sales of the product? **5.5**

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