

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER –IV-EXAMINATION – SUMMER-2022

Subject Code: 4549291**Date: 16-07-2022****Subject Name: Rural and Agricultural Marketing****Time: 10:30 AM TO 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1 (a)** Give definition/meaning of following terms: **14**
1. Rural markets
 2. Agricultural marketing
 3. Heterogeneity
 4. Contract farming
 5. Dyads
 6. Packaging and labeling
 7. NAFED
- Q.2 (a)** What is rural marketing environment? Explain various rural environment factors with consideration to confectionary products. **07**
- (b)** “Do rural buying behaviour process different than urban buying.” Explain with respect to cosmetic products. **07**
- OR**
- (b)** “Consumer psychology and pricing in rural area is different than urban area” – Do you agree with the statement or not. Justify your answers with relevant examples. **07**
- Q.3 (a)** Explain 4 A’s of rural marketing with suitable examples. **07**
- (b)** Explain various bases of segmentation of rural markets with practical examples. **07**
- OR**
- Q.3 (a)** Define cooperative societies. Explain various types/formats of cooperative societies available for rural markets. **07**
- (b)** Explain various financial and credit services available for agricultural with suitable examples. **07**
- Q.4 (a)** What is social entrepreneurship? Which types of opportunities available to social entrepreneurship for rural and agricultural markets? **07**
- (b)** What are agricultural inputs? Explain various types of agro inputs with suitable examples. **07**

OR

Q.4 (a) “Rural people do not give importance to packaging and labeling” – Do you agree with the statement or not. Justify your answer with suitable examples.

07

(b) A leading MNC wants to enter in rural markets for their consumer durables products. Being an expert, how will you help the MNC to conduct marketing research?

07

Q.5 Mahindra Finance Campaign: “Bharat Ko Pehchante Hain Hum”

Background:

Mahindra Finance commenced its operations more than 20 years back as a captive financier and is today India’s largest rural NBFC achieving two major milestones:

- Since its inception they have transformed the lives of over 3.5 million customers
- Financed productive assets (assets used to generate income) of nearly Rs. 1,50,000 crores

The secret of their success is customers. It was the customers’ aspirations and self-belief that catalyzed their growth. The stories of this transformation were truly inspirational and deserved to be told to the entire world.

Objectives:

New TVC Campaign – “Bharat Ko Pehchante Hain Hum”

The idea was to capture a different India, which is working by its own rules and constrained by its own challenges. More importantly, they wanted to capture the customers’ moments and their journeys. Mahindra Finance had to communicate that they are enabling transformation in rural lives at a large scale. The new TVC campaign was conceptualized based on true stories of Mahindra Finance customers. Mahindra Finance thought of an innovative idea of adopting the crowd sourcing route for developing a ‘Customer Stories Book’ which eventually led to the creation of their new TV commercials. For capturing and collecting real customer stories from all walks of life Mahindra Finance launched an internal contest named ‘Footprints’, wherein employees, PAN India, documented real life stories where Mahindra Finance had brought transformation in their customers’ lives. 700 such stories were captured eventually.

Challenges:

Out of seven hundred customer stories collected through ‘Footprints’, the key challenge was to shortlist and select four most influencing stories which were dramatic, inspiring and showcasing transformation in the customer’s life. Several stories were analysed to select four stories that would create an impact and highlight Mahindra Finance’s diverse portfolio and strength of wide spread reach in the semi-urban and rural markets. A template for storyboard was designed in order to finalise the stories that could be used to develop the TVCs.

Execution:

Mahindra Finance launched the Customer Rise Stories Contest – ‘Footprints’ internally among its employees to capture the inspirational stories of existing customers. It was an initiative to

systematically compile these stories which could be shared with the internal and external world through a Coffee Table Book and new TVCs.

More than 700 customer stories were collected across India in various regional languages out of which, 123 shortlisted were compiled into a Customer Stories Book titled “BHARAT AWAKENS”. Bharat Awakens traces success stories of Mahindra Finance customers, across various life stages of their association with the brand. Stories were classified into various categories for the better understanding of the readers. The stories were truly inspirational and deserved to be told to the entire world and this was the prime reason for creation of this book, eventually leading to new TVCs. However, internally this book was a reflection of Mahindra Finance’s ethos, ideology and a testimony to the pioneering efforts of teams across the country.

- An idli maker who built his own house.
- An auto rickshaw driver turned businessman.
- A 55 year old who turned entrepreneur and built a fleet of 72 cars.
- A housewife fulfilling her late husband’s dreams.

These are just some of the incredible stories featured in ‘Bharat Awakens’ – Unlocking the Chakraview, a book which traces the Rise stories of Mahindra Finance Customers from all walks of life and chronicles their journey of hope and courage. The book also instilled a feeling of pride in Mahindra Finance’s employees about the kind of change they are bringing to the society through their efforts. The story of a milkman, the struggles of a mason, the success of a brick-kiln loader and improved life-style of a scrap dealer were some of these stories , that led to development of their new TVCs. Advertisements that were based on 4 real life customer stories, identified from ‘Bharat Awakens’ book, were launched on National and Regional television channels in eight languages.

- (a) Critically evaluate the campaign launched by Mahindra finance. 07
- (b) Explain the other ways by which Mahindra finance promote their NBFC operations in rural area. 07

OR

- (a) Give your views of rural people segmentation and targeting in the present case. 07
- (b) How TVS campaign helped Mahindra finance to create brand equity in rural area? 07
