

Seat No.: _____

Enrolment No. _____

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

Subject Code: 4549291

Date: 17/12/2022

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)** Elaborate following terminologies: **14**
1. Diffusion of innovation
 2. NCCS
 3. Heterogeneity
 4. Rural appraisals
 5. Thomson Rural market Index
 6. NAFED
 7. SHG
- Q.2 (a)** For successful penetration in rural market, infrastructure development is necessary. Justify the statement with necessary examples. **07**
- (b)** What is rural environment? Explain various facets of rural environment with proper examples. **07**
- OR**
- (b)** A leading FMCG company wants to enter in to rural market for their various products. Being a Vice president guide your subordinates to identify various factors which affects consumer buying behaviour. **07**
- Q.3 (a)** What is segmentation? Explain various pre-requisites for effective segmentation. **07**
- (b)** You are manufactures of washing powder and detergent cake. What are the various types of steps you would follow to create a sales promotion program for rural markets for various ranges of washing powder and detergent cake. **07**
- OR**
- Q.3 (a)** Explain various bases of segmenting rural markets with necessary examples. **07**
- (b)** Define packaging and labelling? Packaging and labelling do not play an important role in rural people's buying behaviour: Do you agree with the statement or not. Justify your answer with necessary examples. **07**

- Q.4** (a) Discuss the rural marketing mix with necessary examples. **07**
(b) Rural consumers' are price conscious rather than quality: Do you agree with the statement or not. Justify your answer with necessary examples. **07**

OR

- Q.4** (a) What are the various savings and investment opportunities available to the Rural customers of India? **07**
(b) A consumer durable company wants to enter in to rural markets. As an expert help the company for conducting marketing research. **07**

Q.5 Hindustan Unilever Limited (HUL) is India's largest Fast Moving Consumer Goods Company with a heritage of over 80 years in India and touches the lives of every two out of three Indians. Marketing in rural India poses several challenges, apart from the geographical distance and remoteness of various villages. However, the proliferation of the media, especially the increasing reach of the electronic media in rural India, has provided exposure to various products and services, which were hitherto considered the domain of urban users. This has resulted in demand in some cases and the aspiration to acquire such products in other cases. In the last one decade or so, a number of companies, including multinationals, have begun to woo the rural consumer.

HUL launched a slew of new business initiatives in the early part of 2000's. Project Shakti was started in 2001. It is a rural initiative that targets small villages populated by less than 5000 individuals. It is a unique win-win initiative that catalyzes rural affluence even as it benefits business. Currently, there are over 45,000 Shakti entrepreneurs covering over 100,000 villages across 15 states and reaching to over 3 million homes. In 2002, HUL made its foray into Ayurvedic health & beauty centre category with the Ayush product range and Ayush Therapy Centres. Hindustan Unilever Network, Direct to home business was launched in 2003 and this was followed by the launch of 'Pureit' water purifier in 2004. In 2007, the Company name was formally changed to Hindustan Unilever Limited after receiving the approval of shareholders during the 74th AGM on 18 May 2007. Brooke Bond and Surf Excel breached the Rs 1,000 crore sales mark the same year followed by Wheel which crossed the Rs.2, 000crore sales milestone in 2008.

- (a) Explain major problems HUL faced while tapping rural markets? 07
- (b) Identify the opportunities for various FMCG products of HUL in rural markets. 07

OR

- Q.5** (a) Identify major challenges available in rural market for HUL. 07
- (b) Which types of competitive strategies can be used by HUL to compete in rural markets? 07

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