

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA- SEMESTER - IV-EXAMINATION- SUMMER-2023

Subject Code: 4549291

Date: 21/06/2023

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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q.1 Define: 14

- (a) Rural Markets
- (b) Diffusion of Innovation
- (c) Heterogeneity
- (d) Rural Branding
- (e) Discriminatory Pricing
- (f) MNREGA
- (g) Participatory Rural Appraisals

Q.2 (a) What are the 4 As of rural marketing? Explain. 07

(b) "Future lies in rural markets". Discuss with illustrations. 07

OR

(b) What is rural environment? Explain various facets of rural environment with proper examples. 07

Q.3 (a) Describe the adoption and diffusion process of new products in the rural context. 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

OR

Q.3 (a) Briefly describe the different bases for segmenting rural consumer markets. 07

(b) What is packaging and labeling? Do you feel rural consumers give importance to the packaging? 07

- Q.4** (a) Briefly describe the various communication tools that can form a part of the rural communication mix strategy. **07**
- (b) Discuss three successful rural centric distribution models. How have these models benefited companies? **07**

OR

- Q.4** (a) What are the key growth drivers of rural healthcare markets? How are government efforts catalyzing the growth of this sector? **07**
- (b) How do you think corporations can optimally realize the potential of the ICT platform for the marketing of products and services? What is the future of ICT initiatives in rural India? **07**

Q.5 Case Study:

Coca-Cola India adopted an innovative two-pronged approach in 2002 to gain a foothold in rural markets. It devised an innovative pricing strategy to attract price-sensitive rural consumers, which was backed by the rural-centric 'thanda matlab Coca-Cola' marketing campaign featuring the Bollywood star, Aamir Khan.

Adopting an aggressive pricing strategy, the company reduced the price of a 200-ml bottle by half to INR 5—a psychological price point which worked in favour of the brand. A higher price than this means a consumer has to shell out a 10-rupee note which they tend to spend entirely, already having spent INR 7–8 on the bottle of Coca-Cola. This is why most rural consumers refrained from buying a cold drink in the past. Coinage pricing (at INR 5) addresses this psychological barrier. The use of the Hindi word thanda meaning cold in the marketing slogan clearly established that Coca-Cola was actively wooing the rural consumer. The combination of clever pricing and astute marketing worked to Coca-Cola's advantage in rural markets.

The accompanying video shows how Coca-Cola used its pricing strategy effectively to gain impressive growth in rural markets. It also describes how the products were distributed in remote rural markets to meet the consumer demand generated through the campaign. The low price spurred sales and the 200-ml bottle created a new market by driving adoption of packaged beverages in rural India.

- (a) What were the critical success factors for Coca-Cola in rural markets? How did the competition respond to this strategy? 07
- (b) Explain the concept of consumer psychology and pricing with reference to Coca-Cola. 07

OR

- Q.5 (a) Discuss the internal and external factors considered while setting the price of a Coca-Cola. 07
- (b) Identify two major brands which adopted a similar pricing strategy to crack rural markets. 07
