MB117B

Sl. No.

III Semester M.B.A. Degree Examination, May/June - 2026
MANAGEMENT
Elective: B: Marketing
Rural Marketing
(Non-CBCS Scheme)

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

Answer any Five sub-questions. Each sub-question carries Three marks. (5×3=15)

1. a) Define rural marketing.

b) List the factors affecting market segmentation is rural market.

c) Briefly explain types of risks involved in agricultural marketing.

d) Write a note on rural market targetting.

e) Describe briefly the role of social media in rural markets.

f) What are the features of agricultural marketing?

g) What is pricing strategy?

SECTION - B

Answer any Four questions. Each question carries Five marks. (4×5=20)

2. Explain the scope of rural marketing.

3. Describe various factors influencing rural marketing.

4. Discuss the problems of rural marketing in India.

5. Write a role on Agricultural Marketing and its economic importance.

6. What is rural market strategies? Explain.

7. Write a note on characteristics of rural consumer.

SECTION - C

Answer any Three questions. Each question carries Ten marks. (3×10=30)

8. Explain rural marketing mix.

9. Discuss various factors affecting rural market product mix.

10. Describe the types of agricultural marketing.

11. Explain the role of APMC in regulating rural market.

12. Discuss the types of channels of distribution in the context of rural market.

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SECTION - D

13. Case Study (Compulsory) **(1×15=15)**

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 rural-centric "Thanda Matlab Coca-Cola" marketing campaign featuring the Bollywood star, Amir 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 favor 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 combination of clever pricing and astute marketing worked to Coca-Cola's advantage in rural markets.

In the summer of 2003, CCI came up with a new commercial featuring Aamir Khan, to further strengthen the Coca-Cola brand image among rural consumers. The commercial aimed at making coke a generic name for 'Thanda'. Of the reason for picking up the word 'Thanda', Prasoon Joshi, national creative director - McCann Erickson, the creator of the commercial, said, "Thanda is a very North India-centric phenomenon. Go to any restaurant in the north, and attendants would promptly ask, 'Thanda ya garam?' 'Thanda' usually means lassi or nimbu pani, 'garam' is essentially tea. Because the character, in itself, represented a culture, we wanted to equate Coke with 'Thanda', since 'Thanda' too is part of the popular dialect of the north. Thus making 'Thanda' generic for Coca-Cola.With the long-playing possibilities of the 'Thanda' idea becoming evident, 'Thanda' became the central idea. Once we decided to work on that idea, the creative mind just opened up' 13. Between March and September 2003, CCI launched three commercials with the 'Thanda matlab Coca-Cola' tag line. All the three commercials aimed to make rural and semi-urban consumers connect with Coca-Cola. The first and featured Aamir Khan as a 'tapori' (street smart);in the ad he makes the association between Coca-Cola and the word 'Thanda'. The second commercial in the series featured Aamir Khan as a "Hyderabadi shop-keeper'; here again he equates the word 'Thanda' with Coca-Cola. The third commercial featured Aamir Khan as a 'Punjabi farmer'who offers Coca Cola to ladies asking for Thanda.

Questions:

a) What was the critical success factor for Coca-Cola in rural markets? With your knowledge on pricing, elaborate on clever pricing strategy adopted by Coca-Cola. **(10)**

b) According to analysts, CCI's 'Thanda Matlab Coca-Cola' advertisement was a major hit and made rural consumers connect with the product. Discuss the importance of advertising in rural marketing. **(5)**
