MBSC-3.2B

Sl.No. : **Total No. of Pages : 3**

Third Semester M.B.A. Degree Examination, February - 2024
(CBCS) (SLM Scheme)
(Elective - B) MANAGEMENT
MARKETING
Rural Marketing

Time : 3 Hours **Max. Marks : 80**

SECTION - A

Answer any five questions. Each carries five marks. **[5 × 5 = 25]**

Q1) Distinguish between Rural marketing and Agricultural Marketing with suitable examples.

Q2) Explain the significance of Agricultural marketing and its economic importance.

Q3) Discuss the role of advertising in rural markets.

Q4) Identify the limitations of conducting rural marketing research.

Q5) Write a note on characteristics of rural consumers. Also distinguish between a rural consumer and urban consumer.

Q6) Explain the distribution channel adopted by FMCG brands in rural markets of India.

Q7) Elaborate on 4A's of rural marketing mix.

SECTION - B

Answer any four questions. Each question carries ten marks. **[4 × 10 = 40]**

Q8) Discuss on rural marketing segmentation, targeting and positioning strategies.

Q9) Explain environmental factors affecting rural marketing.

Q10) What are the important media vehicles specially suited for advertising and promotion in the rural markets?

Q11) Discuss the characteristics and benefits of co-operative marketing.

Q12) Explain any one rural development programme which contributed to substantial improvement in income of rural people.

Q13) Discuss APMC Act of 1963 with its significance.

SECTION - C

Q14) **Case (Compulsory) :** **[1 × 15 = 15]**

In a bid to tap the burgeoning jewellery market in rural and semi-urban areas, Titan industries rolled out the GoldPlus stores, mainly concentrated in South India. The rural consumers were looking for purity of jewellery products, a trusted player and an overall good retail shopping experience. Titan catered to these needs by setting up GoldPlus stores.

Market size and Characteristics

The overall jewellery market in India is estimated to be Rs.800 billion, of which urban market accounts for Rs. 280 billion, while the rural and semi-urban areas is worth Rs.420 billion. The jewellery market in rural and semi-urban market is expected to reach Rs.800 billion by 2015. Gold is valued more than wealth for women in India rather than a fashion.

Tanishq started off in urban areas in 2000 and it rebranded in 2003 to draw attention of English speaking, fashion savvy modern women as well as women who preferred an electric mix of modernity and tradition.

New Segment and New Product

There was a change on the focus on the market segmentation when it designed jewellery for Oscar nominated fairytale Bollywood movie "Paheli". Tanishq introduced Karatmeter, a machine that measured the karatage of gold without destroying it. This spread out the message "The Tata name is like gold in India" and that "There is no company more trusted". Thus, it was a paradigm shift from "jewellery as adornment" to "jewellery as investment". It entered rural and semi-urban markets by starting GoldPlus stores in Erode (Tamilnadu), and Ratlam ((MP) in 2005 as undifferentiated with quality as benchmark.

Promotional Measures

Quizzes, rewards, giveaways like gifting cars on Diwali eve, etc., ensured rural market penetration of GoldPlus, especially in Erode. Enthused by the success at Erode, Titan launched GoldPlus in 16 places across Tamil Nadu, MP<AP and Maharashtra. Titan believed that gold has historical, religious, cultural, social and economic significance across our country. Gold Plus promised of purity, by awarding purity certificates on purchase of gold from GoldPlus. With is approach Titan posted a turnover of Rs.2.17 billion during April- September, 2009. To strengthen bonds with rural consumers, it launched Anant Loyalty programme, supported by educating customers on jewellery products and visits to jewellery factory to show quality standards in the process of golf manufacturing. Monthly saving scheme called "Golden Future Savings Scheme", offered more gold for what they pay, along with the benefit of ease to plan for future purchase of gold through instalments and adding attractive gift at the time of enrolment was introduced.

Question :

Examine the approach of Titan and comment if was effective in generating brand preferences and sales? List additional initiatives you would suggest?

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