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## School of Business

Master of Business Administration MBA Dual Specialization  
Mid Term Examination - Mar 2024

Duration : 90 Minutes  
Max Marks : 50

### Sem IV - MBMK6009 - Rural Marketing

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) HLL has balanced its social and economic goals in a judicious way. Do you agree? Support your answer with a discussion on the rationale of its projects. K5 (5)
- 2) You are a marketing manager hired by a company that wants to sell water purifiers in rural India. Their product is currently priced at ₹2,000, which is outside the budget of most villagers. Apply the concept of affordability to suggest pricing strategies and product adaptations that could make the purifier accessible to this market. K3 (6)
- 3) Compare the dimensions on which leading companies in the tractor industry in India could be positioned, supporting your analysis with relevant examples. K4 (8)
- 4) You are a marketing consultant hired by a company that wants to expand its product reach into rural India. They have limited resources and need a targeted approach. Identify the factors that make rural markets attractive for the company's product and Develop a marketing strategy specifically tailored to the rural audience. K3 (9)
- 5) You are analyzing the success of your marketing campaign for a solar power system in rural households. Evaluate the impact of your strategy on each of the 4As: Affordability, Availability, Awareness, and Acceptability. Identify areas for improvement and revise your approach accordingly. K5 (10)

- 6) As Adi Godrej, chairman of the Godrej Group, says, “The challenge for brands is to understand the psyche of the rural consumer, create better distribution, and appreciate the heterogeneity.”
- a) Discuss the validity of this view by referring to the initiatives of HUL, and Godrej. (6 marks)
  - b) Elaborate how do the initiatives of HUL and Godrej demonstrate their efforts in understanding and catering to the diverse needs and preferences of rural consumers across different regions in India? (6 marks)

K6 (12)