

(4)

Regular

20/3/2017

PQ 3 AFW

SYBMS (Marketing) Rural Marketing

Class: SYBMS (Marketing)

Total marks: 75

Sub: Rural Marketing

(Figures to the right show maximum marks.)

Q.1 Attempt any two questions. 15

- Define rural marketing along with its meaning.
- Explain the emerging profile of rural markets in India
- What are the problems related to rural markets?

Q.2 Attempt any two questions. 15

- Compare rural consumer with urban consumer.
- Explain demographics with reference to rural market environment.
- Explain rural consumer behavior along with factors affecting rural consumer behavior.

Q.3 Attempt any two questions. 15

- Explain the product strategies for rural markets.
- Explain the nature of competition in rural markets.
- What are the objectives of positioning and explain the meaning of positioning.

Q.4 Attempt any two question. 15

- Explain the steps in developing effective rural communication.
- Explain distribution channels for FMCG companies.
- Explain Haats and Mandis

P.T.O.

MARUTI'S SUCCESS ON RURAL ROADS

Mayank Pareek, Marketing Executive Director – Marketing and sales for the leading car maker in the country – Maruti, has visited over 500 districts in India. That is a remarkable statistic by any standard. It's a simple philosophy he works by: You can't do marketing from the corner office. Our country, he says, changes every 50 kilometers and therefore it is essential to witness changes for yourself and more importantly share your consumer's experiences. It is surely a better classroom, the open road. Maruti has been running a very successful Rural Marketing Programme for over five years now and it has most certainly paid off. Today, one in every three cars sold in rural market is a Maruti. But more than the destination, it's how brands like Maruti got there that matters. Five years ago, when Pareek noticed a man carrying a gunny sack at one of the company's fairs, he sensed something wrong.

The bag was full of money, cash in all sizes and denominations, over 3 lakhs to be precise. The man was obviously a potential customer. Pareek gently informed the man of a dealership 50 kilometers away. However, the man told Pareek he was uncomfortable with the English speaking salespeople, and the smart suits and air-conditioned showroom left him feeling like fish out of water. Their idea of comfort is very different from those who live in cities, says Pareek, noting a seemingly simple yet significant fact. Moments of revelation like the above, gave birth to Rural Marketing strategies which have driven the car makers success outside Indian metros. It was a conscious effort made by Maruti Udyog to go rural and they now have over 7500 rural dealership sales executives, locally recruited sales people who double up as agents of influence. These salesmen are trying to convince the rural consumers in their local language and in a comfortable setting, which worked best for them.

Questions:

1. Explain the lessons to be learnt by marketers from Maruti's 'going rural' policy.
2. "The marketing mix has to be designed differently for rural products". Do you agree with the statement? Explain in the light of above mentioned facts.