

Register Number.....

M.B.A. DEGREE EXAMINATIONS: JANUARY 2009

Fifth Trimester

P07BA533 RURAL MARKETING

Time: Three Hours

Maximum Marks: 100

Answer ALL Questions:

PART A (1 x 20 = 20 Marks)

1. Case Study:

MEDIA AIDS

Srivalli Women Welfare Association is an established service organization promoting the cause of especially, downtrodden women. It has many feathers to its cap. Recognizing its laudable service, many organizations have offered support and projects. Recently, it is given the responsibility and funds by the government to contain the spread of AIDS in four rural districts of Coastal Andhra Pradesh viz., East Godavari, West Godavari, Guntur and Krishna. Now, the question before it is:

What media should it select?

The propaganda Officer has obtained the following information from R. K. Swamy / BBDO guide to market planning. Table 1, represents the reach figures for the four media – Print, TV, Radio and Cinema as a percentage of total adult population. Table 2, gives the Media Exposure Index (MEI) of the four districts. MEI is an indexed measure of media reach where the all India reach has been indexed to 100.

Reach of the medium is computed as follows:

Reach of the medium = Reach of the media x Media exposure Index

Using this approach, he found,

Reach of print medium in east Godavari as 29.93% [(24.1 * 124.2)/100]

The organization would prefer a media the reach of which is above 35 percent. As such, the decision will be not to use print media in East Godavari district.

Likewise he carried out calculations for all the districts and for all the media.

TABLE 1
Reach of Mass Media – All India (Rural)
(As percent of total adult population)

Print	TV	Radio	Cinema	All Mass Media
24.1	33.4	20.1	15.3	52.3

TABLE 2
Media Exposure Index in Four districts

District	Print	TV	Radio	Cinema	All Mass Media
East Godavari	124.2	125.9	128.4	290.0	138.7
West Godavari	122.4	124.7	129.9	290.7	138.3
Guntur	126.6	128.2	128.7	289.8	139.4
Krishna	106.2	110.7	127.0	274.8	127.6

Question:

1. Which media can be effectively used to spread awareness about AIDS?

PART B (10 x 2 = 20 Marks)

2. What are the Classifications of Rural Marketing?
3. What are the Factors inducing a Consumer's purchase?
4. What are the Four approaches to evaluate buying?
5. Define Segmentation
6. What are the requirements for effective Segmentation?
7. List out the Marketing Mix strategies relevant to Rural Marketing
8. Brief Packaging
9. Discuss the various medias that can promote the Rural Marketing
10. Define Perception
11. What are the factors affecting Internet Marketing in Rural setting?

PART C (4 x 15 = 60 Marks)

12. (a) (i) Explain the Evolution of Rural Marketing (7)
- (ii) Discuss Rural Vs. Urban Markets (8)

(OR)

(b) Explain the Classification of Buying Behavioural Patterns

13. (a) Elaborately discuss the basis of Segmentation?

(OR)

(b) (i) Explain the aspects in targeting (7)

(ii) Elucidate the Tasks in Positioning. (8)

14. (a) Describe the Strategies to be adopted while fixing the Price for the Rural Consumers?

(OR)

(b) (i) The Players in Distribution of the Products in Rural Marketing -- Explain (7)

(ii) Highlight and explain the approaches that can be used to Distribution? (8)

15. (a) Explain the Process of Conducting Marketing Research in Rural Markets

(OR)

(b) Explain the Process of Designing Promotional Measures for Rural Marketing

(7)

(8)