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**MBAS 558**

**IV Semester M.B.A. Degree Examination, September/October 2022  
(Regular and Repeater)  
BUSINESS ADMINISTRATION  
Rural Marketing**

Time : 3 Hours

Max. Marks : 70

**SECTION – A  
(Compulsory)**

Answer to the question should **not** exceed **6** pages. **(1×15=15)**

1. What is the importance of rural market research in India ? Explain the marketing research process.

**SECTION – B**

Answer **any five** questions. **Each** question carries **8** marks. Answer to the question should **not** exceed **5** pages. **(5×8=40)**

2. Explain the emerging challenges in rural marketing.
3. Discuss the strategies to overcome the practical difficulties of rural marketing.
4. Explain the role of brand management in rural marketing.
5. Discuss the advertising and media role in rural marketing.
6. Explain the significance of social marketing and network marketing in Indian and global context.
7. Discuss the data collection approaches used in rural area.
8. Describe the classifications of rural marketing.

**SECTION – C  
(Compulsory)**

Answer to the question should **not** exceed **6** pages. **(1×15=15)**

9. Case Study.

Sai Households Ltd (SHL) is a very well established company in the field of manufacturing and selling of consumer durables like TV, washing machines, and water filters since 1980. The company has achieved remarkable success in marketing of their products through direct selling method in urban areas.

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The company started with a team of 100 direct selling salesmen. They have a separate Sales force Training and Development Cell now, as there are more than 1,500 well-trained salesmen. SHL conducts carefully structured training programme and prepares salesmen for different kinds of situations they might encounter. The team is trained mainly to attract the housewife as the products deal with household items. The salesmen first develop a casual conversation as they enter the house and then move to a practiced sales pitch on the products to demonstrate how the product will make life better for the housewife. SHL also keeps salesmen's enthusiasm alive with seminars and discussions. It is ensured that they stay highly motivated. Achievers are also rewarded by SHL.

Now, SHL decided to go to semi-urban and rural markets instead of confining only to urban markets. SHL wants to encash in rural areas also through direct sales. So, it diverted some of its salesmen to nearby town centres and each team was given 10-15 villages of population less than 500 each. The salesmen first contacted the village heads and then made an entry into the area.

As per the earlier experience, salesmen here also tried to start with casual conversation and target the housewives. Over a period of 15 days to one month all the salesmen came back to parent department with no success in sales and many had very bad experiences also to share with. The CEO of SHL fired the Sales Force Training and Development Cell In-charge and asked his Marketing Department to develop a new strategy to focus on the semi-urban and rural areas.

**Questions :**

- a) Was CEO right in firing the Sales Force Training and Development Cell In-charge ? If so, why ?
  - b) When SHL was doing so well in urban market, why did the same strategy not work in rural areas ?
  - c) If you were the Marketing Manager, what is the new strategy you would develop to focus in Rural Markets ?
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