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Total No. of Pages : 02

Total No. of Questions : 15

**MBA(2014 to 2017) (Sem.-3)**  
**RURAL AND INDUSTRIAL MARKETING**  
**Subject Code : MBA-905**  
**Paper ID : [C1200]**

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. **SECTION-A** contains **SIX** questions carrying **FIVE** marks each and students has to attempt any **FOUR** questions.
2. **SECTIONS-B** consists of **FOUR** Subsections : Units-I, II, III & IV. Each Subsection contains **TWO** questions each carrying **EIGHT** marks each and student has to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consist of **ONE** Case Study carrying **EIGHT** marks.

**SECTION-A**

1. Explain in detail the brand strategies for rural market.
2. How the industrial customers are different from rural end consumers?
3. What is rural market? Discuss the scope of rural marketing in India.
4. Discuss in detail the Processing and Retailing organized rural retailing.
5. What is the importance of marketing audits in rural market?
6. Explain the distribution and communication channels for rural market.

**SECTION-B****UNIT-I**

7. Describe market segmentation. What are the bases for segmentation for rural market?
8. What is the nature and scope of rural marketing? Discuss the challenges and opportunities in India for rural marketing.

## UNIT-II

9. Why marketing mix is important for rural market? What are the marketing mix strategies for rural marketing?
10. How marketing research is important for rural marketing? Discuss the process of research.

## UNIT-III

11. Discuss the concept of industrial marketing. What is the nature and scope of industrial marketing?
12. Describe product portfolio analysis. What is the process of new product development?

## UNIT-IV

13. Discuss the industrial marketing control strategies. What is industrial sales force management?
14. What are the objectives of pricing and explain the methods of pricing in rural market?

## SECTION-C

### 15. Case Study :

Mr Verma of Master Detergent was a worried person; another competitor had launched a special pack of a Detergent with a very competitive price and very aggressive advertisement and Sales promotion schemes. The flagship brand of the company MAST was taking a beating in the market and sales were going down.

The company Master is a old company existing for more than 60 years and has a strong brand equity in the Rural market. The products of the company are well known and command a premium and have a niche place in the rural market, there are also other products as Soaps Shampoos and other consumer goods the company offers.

The New Company does not have the long Range of products Master has but is strong on Raw materials buying and thus offers very low prices to attract customers this according to Mr Verma is a big strength.

Mr Verma is sitting in his office trying to find a new marketing strategy to regain the lost market share.

### **Questions :**

- Q1 Please helps Mr Verma in his endeavor to regain the lost share and increase brand equity.
- Q2 Should Mr Verma create a separate marketing strategy for the rural markets?