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Total No. of Questions : 15

MBA (2015 to 2017) (Sem.-3)

RURAL AND INDUSTRIAL MARKETING

Subject Code : MBA-905

M.Code : 70743

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. **SECTION-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. What do you understand by new product?
2. Write a note on challenges for rural marketing in India.
3. Define the Branding process.
4. Explain the product portfolio analysis.
5. Define the scope of Industrial Marketing.
6. Elaborate the term marketing audits.

SECTION-B

UNIT-I

7. What is market segmentation? Elaborate how the effective segmentation can be done in context to rural markets?
8. Explain the factors, which have made rural markets attractive.

UNIT-II

9. Explain how rural consumer behavior is different from urban consumer behavior.
10. Elucidate the different marketing strategies that are appropriate at different stages of product life cycle.

UNIT-III

11. The concept of industrial marketing is similar to that of consumer marketing. Do you agree or disagree with the statement? Discuss.
12. What are the various market segmentation models adopted by industries.

UNIT-IV

13. Explain the various pricing strategies used by industries to fix price of a product.
14. Describe different channels of distribution used by industries in India.

SECTION-C

15. Read the case, given below and answer the questions given at the end of the case :

Mr. Verma of Master Detergent was a worried person; another competitor had launched a special pack of a Detergent at competitive price with very aggressive advertisement and sales promotion schemes. The flagship brand of the company Master was taking a beating in the market and sales were going down. The company Master is an old company existing for more than 60 years and has strong brand equity in the rural market. The products of the company are well known and had an important place in the rural market. The company also offers some other products like Soaps, Shampoos and consumer goods.

The new company does not have the long range of products in the market but Master have. The Master is strong on raw materials buying and thus can offer detergent at very low price to attract customers. According to Mr. Verma, it is a big strength of the company. Mr. Verma is sitting in his office trying to find a new marketing strategy to regain the lost market share.

Question :

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

NOTE : Disclosure of identity by writing mobile number or making passing request on any page of Answer sheet will lead to UMC case against the Student.