

MAY 2011

**P/ID 77534/PMBQ**

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. What management perspectives act as guidelines to rural marketers?
2. As a marketer, what challenges you are facing in India?
3. Describe the scope for rural marketing in India.
4. Explain the behavioural patterns of rural buyers.
5. How information system is significant in rural marketing?
6. 'Once the markets are chosen, their prospective customers are to be identified and attracted'. How?
7. Emphasize the importance of right product mix for rural markets.
8. Evaluate the role of new players in the Indian rural distribution channels.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. What a marketer has to learn from rural-urban disparities?
10. Discuss the policy interventions required to reform the rural face in India.
11. 'By nature rural markets accept certain strategies alone'. Elaborate.
12. Bring to light the rural consumer behaviour.
13. 'Internal reporting system and decision support system are supportive to one another in marketing management'. Elaborate.
14. As a rural marketer, how would you 'position' your products and 'target' your customer base?
15. Explain and evaluate different pricing strategies suitable to rural markets.
16. What promotion strategies would you advocate while attempting to popularize mobile phones in Indian rural markets?

PART C — (20 marks)

17. Case Study :

ITC has identified 20 rural locations in Tamil Nadu where they are planning to set-up their own channels to market their products and to undertake agency services for other products not to find place in their product mix. You are asked to train the managers chosen for those channels.

- (a) How will you introduce the Indian rural scene to them?
  - (b) What sort of customer relationship that these managers have to maintain to sustain the business?
  - (c) What strategies would you inculcate in them to achieve the targets?
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