

MAY 2016

**P/ID 77534/PMBQ/
PMB02/MBNBQ**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Who is a rural marketer?
2. Who is a rural consumer?
3. Differentiate buyer and consumer.
4. Differentiate brand preference and loyalty.
5. What is information system?
6. List out the benefits of internal reporting system.
7. What is market segment?
8. What is targeting?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the importance of rural marketing.
10. Bring out the difference between rural and urban marketing.
11. What is market research system?
12. What is decision support system?
13. Explain product positioning in a rural market.

14. What is product strategy?
15. What is product mix?
16. Explain the importance of brand loyalty in rural marketing.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Case study.

Sugan is an entrepreneur in Mayiladuthurai. He developed herbal syrup and drink for the rural people in Nagapattinam district. He underwent training in syrup and beverages under the government sponsored programme. He purchased a small plot for the production purpose. He also purchased equipment for the syrup making. He wants to have consultancy for the branding of his herbal drink for the rural people. A senior employee in the business showed interest and advised Mr. Raman in the branding of his herbal drink for rural people. Mr. Raman got good formation. But he feels that information is not based on professional expertise.

Questions :

- (a) Explain the problem involved in this case.
- (b) Discuss the various rural marketing strategies followed by Sugan.

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