

**PGDM – HealthCare – 2018 – 20 Batch – HEALTH CARE FOR RURAL MARKETS
– III Trimester End Term Exam**

**K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
Course : PGDM – Healthcare – III Trimester End Term Exam
Sub : HEALTH CARE FOR RURAL MARKETS**

**Date of Exam : 02/04/2019
50**

Time : ..3.. Hours

Marks:

**Note : (i) Apply the theoretical framework for the case study
(ii) Quality and not Quantity will be given due weightage for Marks**

I. Attempt the following questions.

1. Plan a brand name for the Whey Protein product and also the brand positioning strategy for the same ? **05**

Marks

2. Illustrate and explain the Rural Marketing Strategy for Amul to launch the Whey Protein Brand in Rural Markets by taking Uttar Pradesh and Gujarat as a pilot test ? **20**

Marks

3. What strategies in connection with Health Care as a launch pad should Amul use for Whey Proteins product for communicating the product benefits to the rural consumers ? Suggest any two media which you think will be successful for the launch of this product ? **20 Marks**

4. Do you think Doctors (RMP) are the right target for Amul to promote this product for the children. Give your opinions . **05 Marks**
