



# SOMAIYA

## VIDYAVIHAR UNIVERSITY

Dr. Shantilal K. Somaia School of Commerce and Business Studies

### QUESTION PAPERS

BRANCH: Master of Commerce	SEM: IV
	APR-2025

Sr. No.	Subject	Available
1.	131P23C402 – Rural Marketing	
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		



LIBRARY



**SOMAIYA**  
VIDYAVIHAR UNIVERSITY



**Semester (November 2024 to March 2025)**

**Examination: End Semester Examination April 2025 (UG Programmes)**

Programme code: 23		Class: SY	Semester: IV
Programme: M.Com			
Name of the Constituent College: S K Somaiya College		Name of the Department: Commerce- Master of Business Management	
Course Code: 131P23C402	Name of the Course: Rural Marketing		
Duration : 2 Hrs.	Maximum Marks : 60		
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary			

Question No.		Max. Marks	CO Attainment
Q.1. A	How can your rural marketing strategy benefit from existing rural development policies? Choose one policy and explain how its key features can be integrated into your marketing plan.	07	CO1
B	If you are the marketing manager for a new rural banking service, how would you integrate relevant government schemes and rural development initiatives into your plan to maximize customer engagement?	08	CO1
	OR		
Q.1.C	How would you modify your advertising strategy for a rural audience with a low literacy rate while promoting an insurance policy?	07	CO2
D	You are selling solar-powered home appliances in rural India. How would you analyze rural consumption patterns to decide on pricing and distribution?	08	CO2
Q.2.A	Rural consumers often have different preferences than urban consumers. How would you adapt product design and packaging for an affordable smartphone to increase its adoption in rural India?  Given the high rate of illiteracy in some rural areas, how would you	07	CO3



B	design the packaging and labeling of an affordable health supplement to ensure clear communication of its benefits?	08	CO3
	OR		
Q.2.C.	Evaluate the role of radio in rural marketing campaigns. How does it compare with television in terms of reach and impact?	07	CO4
D	Develop a compelling message for a government-sponsored rural employment scheme. How would you structure it to ensure understanding among the rural audience?	08	CO4
Q.3	<p><b>Read the following case carefully and answer the questions given at the end :</b></p> <p>Agricultural extension is a national priority and support from the industry and other organizations are sought by the government in this Endeavour. With the advancement of agricultural technology and liberal market scenario, the service aspect needs reiteration and further strengthening.</p> <p>A group of specialized people in agriculture, particularly those who intend to take up export-oriented agri-business, will heavily depend on professionalized extension services for which they will be willing to pay. Some of the growers, through their associations like Seed Growers Association and Grapes Growers Association, have organized themselves for obtaining tailor made extension support. Many small and marginal farmers will, however, look forward to the government system and mass media for access to information on latest technological advancements. Consultancy services in the agriculture sector are popping up but buyers are mostly large organizations or affluent farmers.</p> <p>Mr. Sharma has a large grape growing vineyard in the Sholapur district Maharashtra, the crop is generally exported, and little is sold in the local markets in the past few years the crops exported are being rejected in the Middle East Countries and Mr. Sharma is facing a strong financial crisis.</p> <p>He is looking at some expert advice on the cultivation methods, to</p>		CO1&2

regain his lost markets and future growth, the advice from the some of the experts has not yielded the desired results.

#### Questions

1. What is the role of the service providers in the agriculture markets?
2. What in your opinion should be the course of action for Mr. Sharma to regain the lost markets?
3. Do you feel the Agriculture services have a future in agriculture markets?



Q.4

**Read the case study carefully & answer the questions at the end**

CO3&4

The growing complexities in the modern marketing are also generating ample opportunities in the business world and it has become important for the producers of goods and services to tap all such markets where enough untapped potential is available. The dynamic change in the marketing practices and strategies has transformed the marketing environment to a significant extent.

To meet the challenge of creation and retention of customers and entry to rural market with good product packages has become need of an hour. On the other hand, increased purchasing power of rural customers has attracted the attention of marketers. It requires unique marketing strategy full of client and location-oriented involvement of 4A approach. Keeping in view the growth and development of rural markets in India which are contributing significantly in the country GDP and contributes more than 50% in the total sales of durable and non-durable products.

It has become more important to look in to the rural markets with great zeal and enthusiasm. Organizations need to sustain if effective network is available to adopt neo-marketing strategies to tap such markets available in rural and for flung areas where more than 65% population is residing with large untapped consumer potential.

For this the role of telecom service providers cannot be overlooked. Present paper is an attempt to overview the concept of rural marketing for which marketing strategy with 4-A approach is applied on BSNL



one of the leading telecommunication service providers in rural India and to analyse their various marketing strategies adopted for rural customers.

### **Conclusion:**

The rise of modern marketing complexities presents a dual challenge and opportunity for businesses. To capitalize on untapped markets, especially in rural areas, where significant potential lies, producers must adapt their strategies. The evolving marketing landscape demands a proactive approach focused on customer creation and retention, particularly in rural markets where purchasing power is increasing. In India, rural markets play a crucial role in driving GDP and contribute substantially to the sales of both durable and non-durable goods.

Hence, there's a pressing need for organizations to engage with rural markets effectively, leveraging tailored strategies. BSNL, as a prominent telecommunication service provider in rural India, exemplifies the significance of adopting a 4-A approach (availability, accessibility, affordability, and acceptability) to penetrate rural markets successfully.

By implementing neo-marketing strategies, BSNL has been able to tap into the vast consumer base residing in rural and remote areas.

### **Questions**

1. How can BSNL address the connectivity challenges in rural areas?
2. What strategies can BSNL employ to make their services more affordable for rural consumers?
3. How can BSNL improve awareness and acceptance of their services in rural markets?