



SOMAIYA

VIDYAVIHAR UNIVERSITY

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

QUESTION PAPERS

BRANCH: Bachelor of Business Management	SEM: IV
	APR-2025

Sr. No.	Subject	Available
1.	231U06C403 – Rural Marketing	
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Semester (November 2024 to March 2025)

Examination: End Semester Examination April 2025 (UG Programmes)

Programme code:06

Class: SY

Semester: IV

Programme: BBM

Name of the Constituent College: S K Somaiya College

**Name of the Department: Business
Studies**

Course Code:231U06C403

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.	<p>Read the following case carefully and answer the questions given at the end:</p> <p>Mr. Verma of Master Detergent was a worried person; another competitor had launched a special pack of Detergent with a very competitive price and very aggressive advertisement and Sales promotion schemes. The flagship brand of the company MAST was taking a beat in the market and sales were going down. The company Master is a old company existing for more than 60 years and has a strong brand equity in the Rural market.</p> <p>The products of the company are well known and command a premium and have a niche place in the rural market, there are also other products as Soaps Shampoos and other consumer goods the company offers. The New Company does not have the long Range of products Master has but is strong on Raw materials buying and thus offers very low prices to attract customers this according to Mr Verma is a big strength. Mr Verma is sitting in his office trying to find a new marketing strategy to regain the lost market share.</p>	15	CO1&2

	Questions: Q1 Please help Mr. Verma in his endeavor to regain the lost share and increase brand equity. Q2 Should Mr. Verma create a separate marketing strategy for the rural market?		
Q.2.A	In a rural community with strong traditional values, how would you adapt your product's promotional message to respect local culture while effectively encouraging adoption?	07	CO1
B	Considering the constraints of infrastructure, cultural diversity, and market access, develop a strategic framework that addresses these rural marketing challenges and promotes effective market penetration.	08	CO1
	OR		
Q.2.C	How would understanding the expenditure pattern of rural households help in setting the price of a new health drink?	07	CO2
D	If you are launching a mobile banking app in a rural community, how would social and cultural factors affect adoption, and how would you address them?	08	CO2
Q.3.A.	If you were marketing a low-cost detergent powder in rural areas, what product attributes would you focus on to ensure high acceptance among consumers?	07	CO3
B	You are launching a new organic fertilizer in a rural market. How would you convince farmers of its benefits and differentiate it from existing chemical fertilizers?	08	CO3
	OR		
Q.3.C.	Many rural consumers fall prey to fake brands. As a marketer of a reputed soap brand, how would you educate and protect consumers against counterfeit products?	07	CO3
D	A new herbal shampoo brand aims to enter the rural market. How would you position the brand uniquely to differentiate it from competitors and appeal to rural consumers?	08	CO3

Q.4.A.	Compare and contrast the effectiveness of traditional haats and cooperative societies as distribution channels for agricultural products. Which would be more sustainable in the long run?	07	CO4
B	If you were marketing a low-cost water purifier in rural India, what communication strategy would you adopt to ensure maximum reach and acceptance?	08	CO4
	OR		
Q.4.C.	Your company is launching a microfinance product for rural women. What should be the key communication objectives to ensure clarity and trust?	07	CO4
D	Design a simple but impactful advertisement for a solar-powered lantern targeting rural households.	08	CO4

