

**MMM – 2017 – 20 Batch – RURAL & SOCIAL MARKETING
– V Semester End Term Exam**

**K.J.SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
Course : MMM – 2017 – 20 Batch – V Semester End Term Exam
Sub : RURAL & SOCIAL MARKETING**

**Date of Exam :22/11/2019
50**

Time : 3 Hours

Marks:

**Note : (i) Quality and not Quantity will be given due weightage for Marks
(ii) All Questions are Compulsory**

I. Answer ANY 2 Questions out the following : (2 X 15 = 30 Marks)

1. Pulse has created waves in FMCG industry in Urban Markets. This brand is owned by DS Group and is now planning to enter rural markets and has selected Maharashtra for test marketing in 3 districts Ahmednagar, Kolhapur & Satara. Using the Rural Marketing Strategy model illustrate & explain how Pulse has to be cautious at every touch point.
2. Meesho is an Indian-origin social commerce platform founded by IIT Delhi graduates Vidit Aatrey and Sanjeev Barnwal in December 2015. It enables small businesses and individuals to start their online stores via social channels such as WhatsApp, Facebook, and Instagram etc. Meesho is headquartered in Bengaluru, India and was one of the three Indian companies to be selected for Y Combinator in 2016. <https://en.wikipedia.org/wiki/Meesho> It was also a part of the first batch of Google Launchpad - Solve for India program. In June 2019, Meesho became India's first startup to receive investment from Facebook. Design a distribution model using Satellite Distribution on how Meesho can partner with Amazon in the last mile connectivity ?
3. Chotukool is an innovative approach to tackling the problem of food storage in India, a country in which around one-third of all food spoils and an estimated 80 percent of households do not have access to or use a refrigerator. Chotukool is the brainchild of Gopalan Sunderraman, Executive Vice President of Godrej & Boyce Manufacturing, a 100 year-old company based in Mumbai. Chotukool is priced at Rs. 7000/- for 35 liters capacity. The company is planning to launch this brand in the B2B market especially targeting the vendors who stock flowers at the market place and is targeting Tamil Nadu as the first state. Using any 2 media vehicles (One Conventional & One Non – Conventional) Explain how this brand can convince the flower vendors to purchase this product ?

**II. Answer ANY 2 Short Notes out the following :
Marks)**

(2 X 10 = 20

1. Green Marketing
2. Social Marketing Plan
3. Social Media Marketing
4. Disadvantages of Social Marketing

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