

MS-611

MANAGEMENT PROGRAMME

Term-End Examination

June, 2009

MS-611 : RURAL MARKETING

Time : 3 hours

Maximum Marks : 100
(Weightage 70%)

Note : This paper consists of two Sections A and B. Attempt any three questions from section A. Section B is compulsory. All questions carry equal marks.

SECTION - A

1. What are the unique characteristics of Rural Consumer as presented by MART (Marketing and Research Team) ? How these characteristics of Rural Consumer help to reshape the rural product mix and promotion mix for marketing consumer durables. Give suitable examples.
2. (a) How would you set communication objectives for the rural market if you were a product manager in a consumer goods company, seeking to extend your market reach to your existing products line of common salt and toileteries ?

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- (b) Explain the relevance of symbols, pictorial representations, music and rhythm for designing rural promotion.
3. (a) What are the differences in Urban – Rural Market Research ? Explain giving suitable examples.
- (b) Name few organisations involved in carrying out Rural Marketing Research. What special tools have been developed by them to conduct research for the rural markets ? Give examples.
4. Write short notes on any *three* of the following :-
- (a) Reference Group and family influence in Rural Buyer Behaviour.
- (b) Promotional Pricing Strategies for Rural Consumers.
- (c) Important Product Strategies for Rural Markets.
- (d) Importance of Periodic Markets in rural distribution.
- (e) Behavioural aspects in rural distribution.

SECTION - B

5. Study the case below and answer the questions given at the end:-

Case : Punjab Tractors

The tractor industry is divided on the basis of the power of the tractor engine expressed in HP(horse power). The market has gradually shifted to the 31 – 40 HP category. This gradual shift is due to the shifting of sales from northern states to other parts of the country. With an increase in irrigated – cropped area, the number of tractors started increasing in west and south India. Tractor sales gained momentum in states like Madhya Pradesh, Maharashtra, Gujarat and Rajasthan since last few years. There are five major players of tractors viz Mahindra and Mahindra, Punjab tractor, Escort, TAFE and Eicher. The market share in April-July 2008 shows:-

M and M _____ 38%

Punjab Tractors _____ 21%

Escorts _____ 7%

TAFE _____ 19%

Eicher _____ 13%

Punjab tractors has shown negative sales growth, mainly in its traditional markets of Punjab, Haryana, Gujarat and MP and stagnating sales in Maharashtra and Bihar due to drought conditions. The company expanded its network of dealers and has improved market share earlier from 18.9% to 21% in 2007. A new model, the 'Swaraj' 744 was also introduced in the market in the 40 – 50 HP range category. This has lead to a greater demand for tractors which contributed to the increase in sales volumes in 2007 – 08.

Questions :

- (a) Suggest suitable marketing plan for marketing of Punjab tractor in rural UP.
- (b) Suggest marketing mix for Mahindra and Mahindra to retain its leadership of tractor market.

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