

Tilak Maharashtra University
Master of Business Administration (Distance)
(Semester - IV) - Internal Evaluation (Marketing)
Rural Marketing

Marks : 80

Code : MDM 404

Note:

- ❖ The Paper Consist of two sections I & II
 - ❖ Attempt any three questions from Section I
 - ❖ Section II is Compulsory
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Section I

Q. 1) Discuss Rural Market Environment in India with respect to Income sources & consumption. 15

OR

Which are the key Agricultural Inputs marketed in Rural Market?

Explain any three important Agricultural Inputs marketed in Rural Market in India.

Q. 2) Elaborate the significance of Retailers in Rural Market. 15

What criteria a company should look while appointing a retailer?

Explain different levels of distribution channels in Rural Market.

OR

Q.3) Discuss importance of Rural Market in Indian Economy. 15

OR

Explain various media options which can be used in Rural Markets for product Promotion with their key advantages.

Q. 4) What is market segmentation? Why it is important? Explain various types of Segmentation. Elaborate how the effective segmentation can be done in context to Rural markets? 15

OR

Write short note : (Any Three)

- a) Thompson Rural Market Index
- b) Problems in Rural marketing
- c) Relationship marketing
- d) Marketing channels for fruits & vegetables
- e) Haats & Melas : An excellent product promotion tool in Rural market.

SECTION II (Compulsory)

Q. 5. **Case Study**

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

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Power Tractors Ltd. is the manufacturer of large, medium, & small size (With respect to HP.) tractors planned to market their tractors in Baitul District of Madhya Pradesh where there are two other strong competitors already had their stronghold. The Power Tractor Ltd. appointed a Distributor & 5 retail dealers under him in the Baitul District.

The Distributor is entrepreneur. The power Tractor Ltd. has given the distributor total responsibility to increase the Power Tractors market share. The Distributor made the market survey & studied the land holding patterns, soil nature of the Agricultural land in the district & observed that soil is sandy & major land holding is larger to medium & those farmers prefer Higher H. P. Tractors. A few percentage of farmers are also holding small land holdings who uses small HP Tractors. He prepared the list of large , medium & Small land holder farmers in all the villages of the Baitul District. He divided the villages in following categories on the basis of Population of the villages as follows.

Category of Villages A > large sized Villages

Category of Villages B > Medium sized Villages

Category of Villages C > Small Sized Villages

After some period of starting marketing activities in Baitul District, the Distributor have further fine tuned the Market. He classified the villages as follows.

High Market share Villages: In these villages the Power Tractor Ltd. have market leader Position. The Distributor asked the salespersons of the company to maintain good relations with the farmers of these villages. Here the sales of the Power tractors are high. Competitors in these villages are trying to regain their past leadership position with aggressive marketing strategies.

Medium Market share Villages : In these villages the Power tractor sales are average. The Distributor asked the salespersons to conduct demonstrations of Power tractor supported by promotional activities like Product display, farmer meetings, wall paintings etc. Also Credit schemes are introduced in these villages for potential buyers. All these initiatives by the company resulted into the increased sales & enquiries for their tractors.

Low Market share Villages: In these villages the sales of Power Tractors is negligible. So company has done only wall paintings in these villages. There are a few enquiries Started coming from the farmers of these villages about credit schemes.

The company have also tractor accessories (spare parts) division. In the accessories /spares the company have better profit margins.The Power Tractor Company have one retail outlet at Baitul for spares & one service centre for tractors. The farmers use to come to Baitul for purchase of spares & servicing the tractor.

The Power Tractor Company have marginal growth rate in sales of their tractors which is lower than the Industry Growth rate in Baitul District.

- Q.A) Discuss in detail the marketing strategies implemented by the Power Tractor Ltd. in Baitul district.
- Q.B) Do you satisfy with the company's overall marketing strategy?
What kind of additional marketing actions do you think the company should initiate in High Market share villages & Low Market share villages to get the sustained & higher market share of tractor sales ?
- Q.C) What is the key reason do you think for lower growth rate of Power tractor sales than the Industry sales growth rate in Baitul District ?
- Q. D) Suggest a catchy slogan for Power Tractor & also one innovative promotional activity.

Q 6) Discuss various product branding strategies in Fast Moving Consumer Goods (10) (FMCG) Companies in Rural Markets with the help of some suitable examples.