

III Semester M.B.A. Degree Examination, January/February 2019  
(CBCS) (2014-15 and Onwards)  
MANAGEMENT

Paper – 3.4.3 : Rural and Agricultural Marketing

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer any five of the following. Each question carries five marks. (5×5=25)

1. Briefly explain the profile of rural markets.
2. Explain the four A's of rural marketing.
3. Discuss the challenges that the researcher can encounter in conducting research in rural markets.
4. What is product positioning ? Explain various approaches of positioning the product.
5. Explain the different sales promotion tools used in rural communication with examples.
6. What are the deficiencies of agricultural marketing system in India ?
7. What is co-operative marketing ? Explain its functions.

SECTION – B

Answer any three of the following. Each question carries ten marks. (3×10=30)

8. Describe innovations in rural distribution and rural centric distribution models.
9. Elaborate on the pricing strategies specific to the rural market with examples.
10. What are the pre-requisites for effective segmentation ? Briefly describe the bases for segmentary rural markets.
11. Discuss the role and function of APEDA in promoting agricultural exports.

P.T.O.



## SECTION – C

Compulsory :

(1×15=15)

12. Read the following case and answer the questions given at the end.

Bru represents the coffee business of HUL and is the only brand to be present in all segments of the coffee category-instant, roast and ground and premixes. It is the volume leader in the roast and ground market. There are three different consumer segments based on their drink preferences in south India :

- Conventional filter coffee drinkers
- Tea drinkers
- Instant coffee drinkers

South India is a big market for coffee, filter coffee being the most prevalent, with a few pockets within the States of Andhra Pradesh and Karnataka also preferring tea. However, most people prefer conventional filter coffee for its taste and aroma. This segment when combined with the tea-drinking segment represents a huge, untapped market for instant coffee.

### The Challenge

While people are aware of instant coffee, it is still a drink to be had on special occasions of many households. The marketing challenge, thus, was to convert these special occasions to Bru Instant Coffee occasions.

The company had to reach out to 1.3 million people spread across three segments for product trials.

As these households were a mix of tea drinkers/filter coffee and other coffee drinkers, conveying the right message across the segments was the key challenge for the company. Beverage preferences are difficult to change; it was not easy to get people to deviate from a beverage of their choice and sample instant coffee. The decision to leave samples with consumers significantly improved the impact of this trial campaign.

With multiple communicators of differing individual capabilities, delivering a *standardized yet customized* message *consistently* was an even bigger challenge for Bru. The fact that most housewives/target consumers have a *not-so-welcoming* attitude to a door-to-door salesman/communicator.

The brand, therefore, needed a breakthrough to overcome these hurdles and to communicate the benefits of Bru instant to three different beverage drinkers.



### **The Solution**

The accompanying video talks about how the communication strategy covered all three segments in one go using a door-to-door sampling strategy in a cost-effective manner for inducing trials. It talks about how innovative media vehicles were used during the campaign in the absence of effective mass media reach out to reach three sets of audiences.

During the campaign in 2009, 2.3 million households were sampled, resulting in the brand gaining a 70 per cent share of new category entrants.

### **Discussion Questions**

- 1) What communication challenges did Bru face ? Which innovative media vehicle was chosen for reaching the target group ? Why ? What else could have been used to improve the effectiveness of the campaign ?
  - 2) What kind of impact was generated by the campaign ? How much rural growth was achieved as a result of this campaign ?
  - 3) Identify different consumer segments among health food drinkers in rural market.
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