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III Semester M.B.A Degree Examination, June/July - 2023

MANAGEMENT

RURAL AND GREEN MARKETING

(CBCS Scheme)

Paper : 3.3.1

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any Five of the following, each question carries 5 marks. (5×5=25)

1. Explain the framework of Rural marketing with suitable examples.
2. Differentiate between Rural and Urban shoppers.
3. Explain the marketing problems of sales management in Rural areas. Being a marketing expert how do you resolve the rural sales management issues.
4. Discuss the importance of green marketing segments and its types.
5. Write a detail note on Global drivers of sustainability in Green Marketing.
6. Explain the process involved in Rural marketing.
7. Discuss the recent Government initiatives for rural market development.

SECTION - B

Answer any Three the following questions, each question carries 10 marks.

(3×10=30)

8. Explain the challenges of implementation of ICT in Rural marketing and explain the importance of e-rural marketing.
9. Explain in detail about the CSR initiatives of any two selected companies in India for green marketing.
10. Discuss the relevance of Green sustainable supply chain and steps to create sustainable supply chain in Rural and Green marketing.
11. Discuss about the role of Government and NGO's in Rural marketing.

[P.T.O]



SECTION - C

12. Case Study (Compulsory):

(1×15=15)

Sudesh Alagh is the Marketing Manager for the company "MFL-Fabric Division", a part of MFL groups of companies. The company was doing well and had earned a name in selling reasonable variety of goods, good quality of readymade garments for children and adults. Sudesh received instruction from the Managing Director of the company to identify target market and work out marketing plan for selling garments in the rural market having a population of minimum 5000 and above.

Pre market survey indicated certain new realities.

More than seven out of ten rural households process watches.

One in fifty households have a colour television set.

Seven out of every hundred household own an electric iron.

70% of the sales of table and portable Radios, Bicycle and Cigarettes are from the rural market.

Rural people are very particular when it comes to attributes and aspirations.

Rural consumers are more brand loyal than the urban consumers.

Rural consumers are even more particular about quality and value than their urban counterparts.

Since the survey indicated tremendous rural market potential waiting to be tapped "MFL" company decided to enter the rural market with new brand of readymade Garments tailored to suit the need of the Rural Market. The company also decided to advertise the product to ensure knowledge about the company and the readymade garments be made available soon in the market. This was to be supported with sales promotion programmes including wall poster, radio and television advertisement offers of small freebies. For distribution, the company decided to see that the product were available at the local shops, with arrangements to have an understanding with the local tailors who would be trained to make alterations to the ready-to-stitch and wear garments in various sizes, patterns and designs for rural customers interested in going for readymade garments. It was also decided to price the products reasonably to care of the competition from the unorganized sector. However, since social sanction plays an important role in rural consumer behavior, the marketing manager Sudesh Alagh was keen to identify the reference group like the village mukhia or panchayat head or local bank manager whose opinions carried out a lot of weight among the rural public. The views and facts expressed by such person can act as positive word of mouth advertising for the company.

**Questions:**

1. Do you agree with decision of the company to enter the rural market? Why or Why not?
 2. Evaluate the marketing plan of the company.
 3. Can you suggest any further improvement in the marketing plan?
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