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III Semester M.B.A. (Day / Evening) Degree Examination, May/June- 2025

MANAGEMENT

Rural and Green Marketing

(CBCS Scheme 2019 onwards)

Paper : 3.3.1

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any **Five** questions from the following each question carries **5** marks. **(5×5=25)**

1. Discuss common pricing policies for rural markets.
2. Briefly explain the concept of a BOP portrait in rural marketing.
3. What is the role of NGOs in rural marketing?
4. Explain the importance of identifying rural clusters.
5. Explain two companies with successful green marketing campaigns.
6. Explain the four system conditions for sustainability.
7. What are the implications of global standards on rural and green marketing?

SECTION - B

Answer any **Three** questions from the following each question carries **10** marks.**(3×10=30)**

8. Evaluate the effectiveness of green advertising in changing consumer behavior.
9. Propose strategies to integrate CSR, ISO standards, and marketing goals in rural contexts.
10. Discuss the concept of e-rural marketing with successful Indian examples.
11. What is the Rural market paradox? How should marketers address it?

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SECTION - C

12. Compulsory case study: **(1×15=15)**

ITC Limited and e-Choupal.

ITC Limited, one of India's largest conglomerates, has been a pioneering force in redefining rural marketing through its ground breaking initiative, e-Choupal. Launched in 2000, e-Choupal is a digital platform that empowers rural farmers by providing access to real-time information on weather forecasts, market prices, agricultural best practices, and supply chain management. The initiative was ITC's response to the inefficiencies in India's fragmented agricultural marketing system and was aimed at bypassing traditional middlemen who often exploited rural producers. By setting up internet - enabled kiosks in villages, managed by trained local farmers (called Sanchalaks), ITC not only enhanced transparency and pricing efficiency but also strengthened its rural procurement model. This initiative highlights the Rural Marketing Environmet module, focusing on ICT integration, rural market segmentation, and the complexities of rural distribution systems.

From a green marketing perspective, ITC has embedded sustainability into the core of its business through its "Triple Bottom Line" approach - focusing on economic, environmental, and social performance. Its agri - business division promotes climate - smart farming, sustainable water use, and low - carbon practices, which align with principles outlined in the Green Marketing and Sustainability modules. ITC's efforts include promoting zero - tillage farming, biodiversity preservation, and eco - friendly packaging, reinforcing the idea of responsible consumption and production. The company also adheres to global sustainability certifications like ISO 14001 and uses sustainable value stream mapping to track and reduce its ecological footprint.

Discussion questions :

a) How did ITC's e-Choupal initiative disrupt traditional rural supply chains and benefit rural farmers?

b) What are the critical success factors for implementing sustainable agricultural practices in rural India?

c) How can companies scale digital platforms like e-Choupal in regions with limited digital infrastructure?

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