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III Semester M.B.A. Degree Examination, March - 2021

MANAGEMENT

Rural and Green Marketing

(CBCS Scheme 2019-20)

Paper : 3.3.1

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

SECTION - A

Answer any **Five** questions. Each carries **5** marks. **(5×5=25)**

1. What are the 4 A's of rural marketing? Explain.
2. Explain the concept of BoP portrait.
3. Briefly describe some Innovative data collection tools used in rural marketing research.
4. Describe various communication strategies adopted by marketers to promote their products in rural areas.
5. What is a Carbon footprint? Discuss the ways to reduce it.
6. Define sustainable development. State the factors that cause global unsustainability.
7. What is Eco - Tourism? Explain principles of eco - tourism.

SECTION - B

Answer any **Three** questions. Each carries **ten** marks. **(3×10=30)**

8. Briefly describe the different bases for segmenting rural consumer markets.
9. Explain the concept of Green marketing. With an example, evaluate the green marketing strategies adopted by marketers to market their products.
10. Explain the problems of sales management in rural areas. What are the ways to resolve rural sales management issues?
11. Explain the concept of corporate social responsibility. What are the benefits and challenges of corporate social responsibility?

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SECTION - C

Compulsory Question **(1×15=15)**

12. Case Study

Mamaearth was founded by a couple who were not happy with the quality products available. They wanted to use completely toxic free products, which was not available to them. They researched much and finally launched the company. The ingredients are procured from the best sources around the world, which are ISO, GMP and Non - GMO compliant.

In just four years, Mamaearth became Asia's first brand to get the MadeSafe certification for its toxin - free products. The company is aiming at reducing parental stress and is continually improving and innovating to make the world a safer place for both the babies and their parents. Started with six products in the baby care range, Mamaearth has now diversified into skin and hair care products for men and women across 80 SKUs as well as products designed specially for pregnant women. The company has catered to over 1.5 million consumers in more than 500 cities across India.

"The brand's proposition and the dire need for toxin - free products in the baby care segment made us reach where we are today. 'Jahan chah hai wahan raha hai' (where there is a will, there is a way). We believed that we will be able to fill the vacuum in the industry and with love and luck we made it happen." Varun one of the founders said in an interview. Mamaearth is one of the few plastic positive brands in India. The company strives to conserve Mother Earth for future generations of babies. With an initiative called 'Let's Recycle', the company recycles more plastic than it ever uses and also spreads awareness by making the customers a part of the programme.

Questions :

1. From the above case it is understood that this company has been successful. What would have been their marketing strategy to penetrate into market.
2. Based on the case above do you think higher investment in green products brings sufficient returns.
