Birla Institute of Management LIBRARY M.P.

Q.P. Code : 61328

Third Semester M.B.A. (Day) Degree Examination,
February/March 2020

(CBCS Scheme)

Management

Paper 3.4.3 — RURAL AND AGRICULTURAL MARKETING

Time : 3 Hours] *[Max. Marks : 70*

SECTION – A

Answer any **FIVE** questions. Each question carries **5** marks : **(5 × 5 = 25)**

1. Explain 4 A's approach to rural marketing.

2. Explain the role of influences in rural areas and type of such influences.

3. Are rural markets homogenous? In what ways rural consumers are different?

4. Explain the steps in rural marketing research.

5. Explain the place of purchase preference for different types of consumer goods in rural areas.

6. What are the deficiencies of agricultural marketing system in India?

7. What are the paradigm shifts that are taking place that impacts the future of rural marketing?

SECTION – B

Answer any **THREE** questions. Each question carries **10** marks : **(3 × 10 = 30)**

8. Describe the different bases for segmenting rural consumer markets.

9. Discuss the internal and external factors considered while setting the price of a product in rural market.

10. Describe the various types of communication that can form a part of the rural communication strategy.

11. Discuss the different strategies to strengthen the co-operative marketing in Rural India.

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SECTION – C

Case Study (**Compulsory**) :

12. Read the following case study and answer the questions given at the end : **(15 marks)**

Fake Brands in Rural India

Brands face a huge competition in rural India-that of fake brands. As most of the fake brands are made by small operators who are difficult to locate, companies find it difficult to fight them. It is up to managers to discover these brands and compete against them.

Some of the brands that can be found in villages are 'Daily Milk', 'Lifebody' soap and 'Fair & Lonely'. They look and sound familiar to big brands, imitate the packaging and are much cheaper than the original brands.
There are two types of fake goods:

- **Counterfeit products :** These are products bearing similar names and copying the product right up to packaging and colour schemes. Sometimes they even carry the name and address of the genuine manufacturer! The look and feel is quite similar to the real brands and it would take a discerning eye to see the difference. Discarded liquor and cold drink bottles are filled locally to sell counterfeit products.
- **Pass-off products :** These products have similar sounding names or similar spellings with just one or two letters changed. One can easily mistake 'Coigate' for 'Colgate', for instance. Such copycat brands are sold openly in villages.

The share of fake products in the FMCG market is huge. *The Economic Times* (2016) reports that FICCI Committee Against Smuggling and Counterfeiting Activities Destroying the Economy (CASCADE) estimates that the Government lost nearly Rs. 6,000 crore to the grey market of FMCG personal goods. The report also mentioned that 31.6 per cent of FMCG personal goods space is several shades of grey, and similarly for 21.7 per cent of the packaged foods industry. Such brands pose a serious threats to health and safety, apart from bleeding big brands.

On the whole, the brands not only suffer in terms of revenue but they also have to compromise on the brand image which, in no case, is tolerable. Therefore, various brands have come up with unique strategies to overcome their shortcomings in the rural markets and curb the growth of fake brands in rural areas.

Questions :

(a) What are the reasons for the emergence of fake brands in rural markets?

(b) How can companies counter the threat of fake products in rural areas?

(c) What strategies you suggest being a Marketing Manager of a leading FMCG Company to overcome this problem?
