121182 62225

Reg. No. | | | | | | | | |

III Semester M.B.A (Day & Evening) Degree Examination June/July - 2024

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. Define rural marketing and explain its scope.
2. Compare rural and urban markets in terms of purchasing pattern.
3. What is the significance of profiling the rural consumer in rural marketing?
4. Identify and discuss three key factors that influence consumer behaviour in rural markets.
5. Discuss the role of government initiatives in promoting green marketing.
6. Identify and explain the barriers to change in green marketing.
7. Describe the concept of the ecological footprint and its relevance in green marketing.

SECTION - B

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

8. Explain the principles of green marketing and their business implications.
9. Evaluate the benefits and challenges of Corporate Social Responsibility (CSR) in the context of rural and green marketing.
10. Discuss the significance of ten step in promoting sustainability within supply chain operations.
11. Develop a marketing strategy for introducing a new agricultural product to rural consumers.

[P.T.O.

SECTION - C

12. Compulsory Case Study: (1×15=15)

ABC Corporation, a leading manufacturer of eco-friendly home cleaning products, is facing a challenge in penetrating rural markets and effectively promoting its products to environmentally-conscious consumers. With the rise in eco-consciousness among rural populations and the preference for local and organic products, ABC Corporation seeks to capitalize on these trends to expand its market reach. However, the company also needs to address the issue of limited digital connectivity in rural areas, hindering its ability to reach rural consumers through traditional marketing channels. In light of these challenges and opportunities, ABC Corporation must develop innovative strategies to leverage the trends in rural and green marketing and effectively promote its eco-friendly cleaning products to rural consumers. You as a Marketing manager of the company answer the following.

Questions:

1. Develop a comprehensive marketing plan tailored for ABC Corporation's eco- friendly cleaning products in rural markets.
2. Outline a product mix strategy of rural consumers for ABC Corporation's eco- friendly cleaning products.
3. Design a digital marketing strategy to effectively promote ABC Corporation's eco-friendly cleaning products to rural consumers.
