

II Semester B.A. Degree Examination, January/February 2019  
(CBCS) (2014-15 and Onwards)  
MANAGEMENT

Paper – 3.4.3 : Rural and Agricultural Marketing

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer any five of the following. Each question carries five marks. (5×5=25)

1. Briefly explain the profile of rural markets.
2. Explain the four A's of rural marketing.
3. Discuss the challenges that the researcher can encounter in conducting research in rural markets.
4. What is product positioning ? Explain various approaches of positioning the product.
5. Explain the different sales promotion tools used in rural communication with examples.
6. What are the deficiencies of agricultural marketing system in India ?
7. What is co-operative marketing ? Explain its functions.

SECTION – B

Answer any three of the following. Each question carries ten marks. (3×10=30)

8. Describe innovations in rural distribution and rural centric distribution models.
9. Elaborate on the pricing strategies specific to the rural market with examples.
10. What are the pre-requisites for effective segmentation ? Briefly describe the bases for segmentary rural markets.
11. Discuss the role and function of APEDA in promoting agricultural exports.



## SECTION – C

(1×15=15)

**Compulsory :**

12. Read the following case and answer the questions given at the end.

Bru represents the coffee business of HUL and is the only brand to be present in all segments of the coffee category-instant, roast a and premixes. It is the volume leader in the roast and ground market three different consumer segments based on their drink preferences in south India :

- Conventional filter coffee drinkers
- Tea drinkers
- Instant coffee drinkers

South India is a big market for coffee, filter coffee ng the most lent, with a few pockets within the States of Andhra Pra sh and Karn also tea. H coffee for its aroma. king segment

represents a huge, unt

**The Challenge**

While people are aware of instant coffee, it is still a drink to be had on special occasions of many households. The marketing challenge, thus, was to convert these special occasions to Bru Instant Coffee occasions.

The company had to reach out to 1.3 million people spread across three segments for product trials.

As these households were a mix of tea drinkers/filter coffee and other coffee drinkers, conveying the right message across the segments was the key challenge for the company. Beverage preferences are difficult to change; it was not easy to get people to deviate from a beverage of their choice and sample instant coffee. The decision to leave samples with consumers significantly improved the impact of this trial campaign.

With multiple communicators of differing individual capabilities, delivering a *standardized yet customized* message *consistently* was an even bigger fact that ewives/target consumers have a de to a do salesman/communicator.

The brand, therefore, needed a breakthrough to overcome these hurdles and to communicate the benefits of Bru instant to three different beverage drinkers.

### The Solution

The accompanying video talks about how the communication strategy advised all three agencies in one go with a door-to-door sampling strategy in 1992. After a year of testing the 12-minute door-to-door sampling strategy, the way used during the sampling in the absence of effective mass media (radio) was each of the three agencies.

Using the sampling in 1992, the sampling parcel size was changed, resulting in the final survey a 20 percent share of new survey contacts.

### Discussion Questions

- 1) Which communication strategy did you use? Which innovative media vehicle was chosen for reaching the target group? Why? What else could have been used to improve the effectiveness of the campaign?
- 2) What kind of impact was expected by the campaign? How much time/effort was allocated as a result of this campaign?
- 3) Identify other potential program partners among health care workers in your market.

market

1. The first communication strategy used was door-to-door sampling. This was chosen because it allowed for direct contact with the target population, ensuring that the message was delivered to the intended audience. The use of door-to-door sampling was particularly effective in reaching individuals who may not have access to mass media.

2. The expected impact of the campaign was to increase awareness of the health issue among the target group. The time and effort allocated to the campaign were significant, reflecting the importance of the health issue. The use of door-to-door sampling was a labor-intensive method, but it was chosen for its effectiveness in reaching the target population. The campaign was designed to be a long-term effort, with ongoing monitoring and evaluation to assess its impact.

3. Potential program partners among health care workers in the market include primary care physicians, nurses, and community health workers. These professionals are in direct contact with the target population and can play a crucial role in delivering the health message. Collaborating with these partners can enhance the reach and effectiveness of the campaign. Additionally, local health departments and community organizations can provide valuable support and resources for the campaign.