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MBA IV Semester

M-423

Rural Marketing
Sample Questions

Part A: Short answer question (up to 25 words)

Part B: Analytical/ problem Solving questions

**Part C: Descriptive/ Analytical/ Problem Solving/
Case questions.**

Part A

Unit 1 Introduction to Rural Marketing

- Q1. Role of hats in villages?
- Q2. Four C's : of pricing
- Q3. Challenges in rural marketing?
- Q4. Evolution of rural Market?
- Q5. Factors influencing rural consumer behavior?
- Q6. What are the Changing pattern of rural demand?
- Q7. Changing pattern of rural demand?



Unit 2 RM Environment

- Q8. Explain the evaluation of rural marketing
- Q9. What do you mean by demographic environment and social cultural environment?
- Q10. What do you mean by physical and political environment?
- Q11. Explain rural economic environment and economic structure with example
- Q12. What are the various rural development programme and scheme of government?
- Q13. Explain Technology environment
- Q14. What are the difference between economic environment and economic structure?
- Q15. Explain the schemes of government in rural marketing environment

Unit 3 Rural Consumer Behaviour

- Q16. What is rural consumer Behaviour in rural marketing?
- Q17. What are the factors of rural consumer Behaviour?
- Q18. What are the types of consumer buying behaviour in rural marketing?
- Q19. What are the problems of consumers in rural areas?
- Q20. Why rural marketing is a two way process
- Q21. What is rural market index
- Q22. Name the four A's in rural market
- Q23. What are the heads what is market segmentation

Unit 4 Researching, segmentation, and targeting Rural

- Q24. What do you mean by research process in rural marketing?
- Q25. Explain the different tools used in rural marketing
- Q26. What is the base of segmentation in rural marketing?
- Q27. Discuss Thomson ruler market index
- Q28. Elaborate the selection and coverage of segment in rural marketing
- Q29. Evaluate the researching of rural marketing
- Q30. Explain the term selection identifying selecting developing and communicating the positioning concept
- Q31. Explain the term basis of segmentation in rural marketing

Unit 5 Rural Product and Pricing Strategies

- Q32. Discuss the rural product classification
- Q33. What do you mean by product decision and strategies
- Q34. What are the rural product designing and new product development
- Q35. Explain the stages of new product development strategy
- Q36. Explain the concept of brand building in rural India
- Q37. What are the different steps of packaging and after sale services for rural marketing
- Q38. Explain the meaning fake brands
- Q39. Elaborate the term pricing in rural India
- Q40. What are the different strategies of rice setting

Unit 6: Rural Distribution Strategies

- Q41. Introduce the members in rural channels
- Q42. What do you mean by channel behaviour in rural distribution strategies
- Q43. What are the conventional distribution models in rural markets
- Q44. Explain the term ruler retail environment
- Q45. Are ruler specific distribution models beneficial for strategies
- Q46. Discuss hub and spoke system
- Q47. Explain the term syndicated distribution

Unit 7. Communication Strategies for Rural Marketing

- Q48. What are the challenges in rural communication
- Q49. Explain the process of communication in rural markets
- Q50. Discuss the term conventional media
- Q51. Explain the term non conventional media

- Q52. Explain role of social media in rural marketing
Q53. How the advertisement is creating for rural audience
Q54. Explain the role of social media in rural marketing

Unit 8 : Rural Services Marketing and Future of Rural Marketing

- Q55. Explain the term telecommunication
Q56. Explain the benefit of IT in rural India
Q57. Define financial services in rural servicing marketing
Q58. What are the ruler Healthcare services explain with example
Q59. What are the advantage of future rural market in India
Q60. Explain the different terms of telecommunication



Part B

Unit 1

- Q1. Define the concept and scope of rural marketing?
- Q2. Explain the various classification of rural marketing with example
- Q3. What are the opportunities and challenge of rural marketing?
- Q4. Define the term mix 4 A's and explain the difference between Urban and rural market?

Unit 2

- Q5. What are some unique challenges businesses face when marketing in rural areas?
- Q6. How can businesses effectively reach and engage with rural consumers?
- Q7. What role does infrastructure play in rural marketing?
- Q8. What are some common misconceptions about rural consumers that businesses should be aware of?
- Q9. How can businesses measure the effectiveness of their rural marketing strategy?

Unit 3

- Q10. What are the various affecting factors of consumer behaviour?
- Q11. Discuss the term cultural factor
- Q12. Define personal factor and psychological factor
- Q13. Explain the process of consumer buying decision
- Q14. What are the roles of opinion leaders?
- Q15. How does consumer behaviour affect the factors in rural marketing?
- Q16. What is the need for the role of opinion?
- Q17. Explain the difference between cultural factor and social factor

Unit 4

- Q18. What are the research processes of rural marketing and explain the tools used in market research?
- Q19. Discuss the basis of segmentation and evaluate the selection and coverage of segmentation.
- Q20. What are the Thompson rural market index strategy? Explain with example. Identify the communicating of the positioning concept in rural marketing.

Q21. Find the tools used in research marketing with specification of segmentation

Q22. Discuss the different selection and coverage of segments with communicating the positioning concept

Unit 5

Q23. Explain rural product classification and their product decision strategies

Q24. Do ruler product designing and new product development have the stages elaborate

Q25. In brand building in rural India what are the different strategies used with example

Q26. Explain the concept of packaging and their result after sales services for rural marketing

Q27. Are fake brands are benefit or loss for the rural India

Q28. Explain the Pritam pricing in rural India and what are the different strategies used for pricing

Unit 6

Q29. Discuss the conventional distribution model in rural market and rural retail environment

Q30. How many channel members are in rural distribution and what are their channel behaviour

Q31. Explain the term hub and spoke system in rural distribution strategies in rural Logistics

Q32. What are the different roles of distribution model in rural market and what are the benefits in retail environment of rural distribution strategies

Q33. Explain the distribution model in rural market and their specific distribution models in syndicated distribution

Unit7

Q34. Discuss the challenges in rural communication and their process of rural markets

Q35. Design the message for creating an advertisement for ruler audiences

Q36. Explain with an example of role of social media in rural marketing

Q37. Differentiate with an example of ruler media conventional and non conventional medium

Q38. Is communication is easy or a challenge for communication strategy for rural market

Unit 8

Q39. What do you mean by telecommunication and how IT benefit for rural Marketing Services

Q40. Are it is important for ruler India what are the advantages and disadvantages of IT

Q41. Explain the points ruler Healthcare services in rural marketing

Q42. Discuss the plans for future of ruler marketing in India

Q43. Explain the ruler h



Part C

Unit 1

Q1. Define Rural Marketing, explain the various transformations the Rural markets are witnessing in the changing marketing scenario?

The Indian government is looking at growth of the rural markets and in order to boost the rural economy, has implemented various policies and schemes, explain a few of them and their implications.?

Unit 2

Q2. Explain the various problems faced by marketers in rural marketing. How do they overcome it? Q2. Is positioning of consumable goods a good marketing strategy? Explain the factors that are responsible for fertilizer consumption, Classify the agrochemicals markets.

Unit 3

Q3. Which are the major factors which affect rural marketing? How the rural marketing can be made more effective in India?

Q4. What is a market strategy? Which strategies are adopted for rural marketing?

Q5. What is market research? How it can be conducted in the case of seeds and fertilizers?

Unit 4

Q6. What are the unique characteristics of the rural marketing environment, and how do they differ from urban or suburban environments?

Q7. What are the key economic, social, and cultural factors that impact consumer behavior in rural areas, and how can marketers effectively leverage these factors?

Q8. How do differences in infrastructure and technology between urban and rural areas impact marketing strategies in rural environments?

Q9. What are the challenges and opportunities associated with developing distribution and supply chain networks in rural markets?

Unit 5

Q10. What are some key demographic and psychographic characteristics of rural consumers?

Q11. How can market segmentation be used to target rural consumers effectively?

Q12. What are some effective marketing strategies for targeting rural consumers?

Q13. What are some common misconceptions about rural consumers that businesses should be aware of?

Unit 6

Q14. How can businesses measure the effectiveness of their rural marketing strategies and adjust their approach based on consumer feedback and market trends?

Q15. What role do government policies and regulations play in shaping the rural marketing environment, and how can businesses navigate these policies to achieve success in rural markets?

Q16. Let me know if you would like me to expand on any of these questions or if you have any additional questions related to the rural marketing environment.

Unit 7

Q17. How can marketers effectively reach and engage with rural consumers through various media channels, including traditional media and digital platforms?

Q18. What are the ethical considerations that businesses must take into account when marketing to rural consumers, particularly in areas where access to resources and information may be limited?

Unit 8

Q19. Discuss the factors that influence the rural consumer behaviour and the consequent decision making?

Q20. Compare and contrast the e-chopal model of ITC and hLL projection model to reach deep into rural market in a cost-effective manner. Discuss the approaches for segmenting rural marketing in India.