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MMPM-008

**MASTER OF BUSINESS
ADMINISTRATION (MBA)
Term-End Examination
June, 2026**

MMPM-008 : RURAL MARKETING

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) *This paper consists of two Sections :
Section A and Section B.*

(ii) *Attempt any **three** questions from
Section A. All questions in this
Section carry equal marks.*

(iii) *Section B is compulsory.*

Section—A

1. Given the dispersion and diversity of rural markets in India, identify the major challenges that are faced by companies in marketing to the rural segment. Illustrate

your response by outlining the challenges in the marketing of : 20

- (a) FMCG products
- (b) Banking services

2. Impressed by the rising purchasing power in the rural sector, a detergent brand is planning to make a major foray in the rural segments in southern India. You have been approached as a marketing research consultant to advise the company on their market entry into this segment. They are seeking actionable information on detergent use and purchase patterns, decision making and average purchase volumes across households in the selected villages. Describe the research process to be used in terms of proposed marketing research objectives, types and sources of data, type of sample to be selected and methods of data collection. 20
3. (a) Why is promotional pricing used for rural markets ? Explain with the help of examples. 10

- (b) How can marketers of established brands meet the challenge of competing with duplicate and imitation products, common in rural markets ? 10
4. An automobile company, which has a reasonable presence in the rural segment, has mounted a nationwide promotional campaign targeting prospective rural consumers in India for its multi utility vehicles to be introduced soon. The campaign is primarily on audio-visual media with targeted use of social media so that it can be accessed on smart phones, which now have a sizeable penetration among rural youth. What are the measures that can be effectively used to assess the communication effectiveness of the promotional campaign ?

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Section—B

5. Read the case given below and answer the questions at the end of the case :

DABUR: DEPLOYING TECHNOLOGY TO
EXTEND REACH

Dabur is the world's largest Ayurveda and natural healthcare company with annual sales revenue in excess of US\$1 billion and market capitalization of US\$4 billion. Dabur's offerings are very popular in rural markets' products like Chyawanprash, Amla hair oil, and Hajmola digestives. In fact, about 47 percent of its sales in terms of consumption comes from rural markets with populations smaller than 50,000. Although the company ranks third among rural players, only 31 percent of its rural sales come through direct distributor networks. Dabur needed to increase its direct reach to boost rural market revenue and build distribution for higher margin categories including fruit juice, oral care, and home care. To expand its reach, Dabur launched Project Double in 2010.

Project Double was divided into two phases. Phase 1 was launched in UP and Maharashtra to validate the sustainability of the idea. Phase 2 focused on the

remaining eight states if had targeted. A GIS tool was used to select 287 districts based on characteristics such as presence of a bank, per capita income, and population. Each month the distribution network received a fresh cluster of new targets and route planning software optimized work across geographics. To structure its distribution and avoid multiple company contacts at a single outlet, Dabur decided to use one umbrella for all its categories and developed two-layer distribution structure. Super-stockists operated from the key towns in a district and feeder sub-stockists covered small areas. Super-stockists received inventory directly from Dabur and did not carry out any local distribution. Local distribution was done by sub-stockists who reached villages with a population up to 3000. To avoid parallel distribution, super-stockists worked only through the use of transaction software provided by the company. Dabur also recruited a large

number of rural sales representatives at the front end to generate incremental sales. They covered villages within the 60 mile radius and were responsible for taking orders and ensuring fulfillment by stockists. The RSRs were given tablets that track activity on a daily basis. The variable pay structure was dependent on RSRs' updates. The tablet also provided information on van routes, work schedules, and order status. This apps also offer access to sales history and inventory at the sub-stockist level.

To generate sales for categories with less penetration, Dabur needed to increase village demand. After conducting consumer insight research the company discovered that rural customers wanted quality-value messages that stress functionality. The messages needed to address benefits, solve issues, and most important involve people. Symbols, colours, and logos were the most common form of brand identification. Dabur piloted rural customer connection

programmes across haats and melas to provide consumers with the opportunity to experience Dabur products first hand. Company also turned to opinion leaders such as healthcare camps that provide medical examinations and advice.

- (a) Critically evaluate the distribution strategy applied by Dabur for project Double, commenting upon the reach and coverage generated. 20
- (b) How would you, in the present scenario, advise Dabur on its promotion strategy for rural India. Prepare an integrated marketing plan, taking into consideration the current digital penetration. 20

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