

(DEMB A3)

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY – 2015

First and Second Years

GROUP –A: MARKETING

Paper - III : Rural and Retail Marketing

Time : 3 Hours

Maximum Marks: 75

SECTION - A

(3×5 =15)

Answer any Three of the following

- 1) a) Concept of rural market.
b) Rural consumer.
c) Brand loyalty.
d) Rural promotion.
e) Retailer.
f) Concept of SCM.

SECTION - B

(3×15 =45)

Answer any Three questions

- 2) What are the features of rural environment?
3) Critically the retail life cycle.
4) Bring out price fixation in retail outlets.
5) State the trend in the behaviour of rural consumer.
6) Explain the current media employed in rural marketing.
7) Give an account of physical distribution process in rural marketing.

SECTION - C

(15)

(Compulsory)

- 8) From its launch in 1999 to its current status, Kurkure has come a long way. The introduction of each new variant is a milestone to company which takes it closer to the goal of being the first choice in Namkeens Kurkure is the modern namkeen snack enjoyed at tea-time or any time of the day, whether with family, friends or just by one self. A wide range of offerings is imperative for success in the namkeens market Kurkure like any imprise snack product needs to give variety to retain consumer interest and loyalty to the brand.

Questions:

- i) Analyse the above illustration and explain the relationship between the product category and the brand; and
- ii) Also suggest a good promotional comparison to Kurkure in order to attract the taste buds of Indian consumers.

