



**MID-WEST UNIVERSITY**  
**SCHOOL OF MANAGEMENT (MUSOM)**  
**(An Autonomous Institution)**  
**MUSOM EXAMINATION SECTION**  
**FINAL EXAMINATION-2025 (2081)**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
**SEMESTER – VI (New Course)**

**Subject: Rural Marketing**  
**Full Marks: 100**

**Course Code: SBRED466**  
**Time: 3 Hrs.**

**Exam Roll No.: .....**

**Section A: Multiple Choice Questions (1×15 = 15 Marks)**

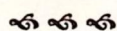
**Time: 15 Minutes**

*Tick (✓) the correct answers*

1. What does the "4 A's" of rural marketing stand for?
  - a. Accessibility, Affordability, Awareness, Adaptability
  - b. Affordability, Availability, Acceptability, Awareness
  - c. Agriculture, Accessibility, Adaptability, Awareness
  - d. Assurance, Affordability, Acceptability, Accessibility
2. Which is an example of Affordability in rural marketing?
  - a. Selling high-end luxury goods in rural Nepal.
  - b. Offering small-sized, low-cost packaging like shampoo sachets.
  - c. Restricting rural consumers from buying certain products.
  - d. Increasing prices of essential goods.
3. Which factor differentiates rural from urban marketing in Nepal?
  - a. Rural consumers have higher disposable incomes.
  - b. Urban marketing relies more on traditional media.
  - c. Rural consumers rely heavily on word-of-mouth marketing.
  - d. There is no difference between rural and urban marketing.
4. Which is the first step in the consumer decision-making process?
  - a. Information search
  - b. Problem recognition
  - c. Evaluation of alternatives
  - d. Post-purchase behavior
5. The influence of family, social groups and reference groups on purchasing decisions falls under which factor?
  - a. Personal factors
  - b. Social factors
  - c. Economic factors
  - d. Psychological factors
6. A key prerequisite for effective segmentation is \_\_\_\_\_.
  - a. randomly selecting customers
  - b. ensuring segments are measurable, accessible, and profitable
  - c. offering the same marketing strategy to all consumers
  - d. ignoring regional differences
7. Micromarketing is best suited for \_\_\_\_\_.
  - a. small, specialized groups with specific needs
  - b. large-scale, nationwide promotions
  - c. targeting multiple unrelated market segments
  - d. offering one product to all consumers



8. Which of the following brands successfully positioned itself as a family soap instead of a male-oriented soap?
  - a. Ghari Detergent
  - b. Lifebuoy
  - c. Amul Butter
  - d. Colgate
9. What is the main advantage of syndicated distribution in rural markets?
  - a. It eliminates the need for retailers.
  - b. It increases product prices.
  - c. It reduces distribution costs by sharing resources.
  - d. It limits the product variety available in rural areas.
10. Which of the following best describes the role of rural retailers?
  - a. They act as intermediaries between urban markets and wholesalers.
  - b. They act as direct suppliers to factories.
  - c. They purchase in bulk and sell only to businesses.
  - d. They create their own products and distribute them.
11. The type of communication which is most effective in rural markets is \_\_\_\_\_.
  - a. Email marketing
  - b. Digital billboards
  - c. Word-of-mouth and local events
  - d. High-budget TV commercials
12. The role of wholesalers in rural distribution is:
  - a. They sell directly to consumers.
  - b. They purchase large quantities from manufacturers and distribute them to retailers.
  - c. They eliminate the need for supply chains.
  - d. They act as product manufacturers.
13. Which of these is an example of social marketing in rural Nepal?
  - a. Promoting sanitation awareness through local schools.
  - b. Selling luxury products at higher prices.
  - c. Increasing taxation on rural goods.
  - d. Encouraging rural consumers to buy foreign brands.
14. What role does mobile banking play in rural Nepal?
  - a. Helps rural consumers access financial services.
  - b. Prevents people from saving money.
  - c. Discourages entrepreneurship.
  - d. Makes it harder to access credit.
15. A common challenge of rural digital marketing is \_\_\_\_\_.
  - a. high smartphone penetration
  - b. limited digital literacy
  - c. excessive government regulation
  - d. strong rural connectivity







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*You are required to answer in your own words as far as applicable. The figures in the margin indicate the full marks.*

**Section – B: Short Answer Questions**

**(8 × 5 = 40 Marks)**

**Answer any eight questions:**

1. What are the key characteristics that define rural marketing in Nepal? Explain. [5]
2. In what ways does remittance income influence rural consumer behavior in Nepal? How do changes in income patterns impact purchasing decisions and brand preferences? [3+2]
3. What is the concept of diffusion of innovation? Explain its significance in marketing. [3+2]
4. How do demographic and psychographic segmentation differ in marketing? Support them with example. [5]
5. How can businesses communicate their positioning effectively? [5]
6. What does "targeting" mean in marketing, and why is it particularly significant for rural markets? How can businesses optimize their targeting strategies to reach rural consumers effectively? [1+2+2]
7. How do companies use small-size packaging as a marketing strategy in rural markets? [5]
8. Explain how seasonal income variations affect rural pricing strategies with supportive evidence. [5]
9. What is community-based marketing, and why is it effective? [3+2]
10. Write short notes on: (Any two) [2.5+2.5]
  - a. The role of wholesalers in rural marketing
  - b. Conventional and non-conventional media
  - c. Branding in rural market

**Section – C: Long Answer Questions**

**(3 × 10 = 30 Marks)**

**Answer any three questions:**

11. Discuss the challenges and opportunities of rural marketing in Nepal, focusing on factors such as infrastructure, socio-cultural diversity, and technological advancements. Provide relevant examples to support your arguments. [10]
12. Explain different coverage strategies (mass marketing, niche marketing, and micro-marketing) and discuss how companies can select the best strategy based on market conditions. [10]
13. Describe the challenges of distributing products in rural markets and how companies overcome them. [8+7]
14. Discuss the importance of branding in rural markets and suggest effective branding strategies. [5+10]
15. You are planning to introduce a new product in a rural market in Nepal. The product can either be an original creation or an adaptation of an existing product.



- a. Describe the product in detail, including its features, benefits, and how it meets the needs of rural consumers. [5]
- b. Develop a marketing strategy tailored for the rural market, covering pricing, distribution, promotion, and customer engagement. [10]

#### **Section – D: Case Study**

**(15 Marks)**

16. Read the following case and answer the questions that follow.

#### **Titan Shines in Rural Areas**

In a bid to tap the burgeoning jewelry market in rural and semi-urban areas, Titan Industries rolled out the Goldplus stores, mainly concentrated in South India. The rural consumers were looking for purity of jewelry products, a trusted player and an overall good retail shopping experience. Titan Industries catered to these needs through setting up the Goldplus stores, said L.R. Natarajan, vice-president and head of Goldplus and jewelry manufacturing of Titan Industries.

#### **Market Size and Characteristics**

The overall jewelry market in India is estimated to be at Rs. 800 billion out of which the urban market accounts for Rs. 280 billion while the rural and semi-urban market is worth Rs 420 billion. The jewelry market in the rural and semi-urban areas is expected to reach Rs. 800 billion by 2015.

In India the consumer psyche is different in the jewelry segment. Gold is valued differently more as wealth of women (Streedhan) rather than a fashion able ornament. The unorganized gold and jewelry industry comprised more than 3 million “Karigars” or workers laboring hard to produce gold artifacts. They focused on weight, karat standards and traditional styles.

Tanishq started off in urban areas in 2000, because urban consumers were willing to dole enough money for fashionable cause like gold purchase. In 2003, it rebranded to draw the attention of not only English speaking fashion savvy modern women of India but also women who preferred an eclectic mix of modernity and tradition.

#### **New Segment and New Product**

When Tanishq designed jewelry for Oscar nominated fairytale Bollywood movie “Paheli” shot in the backdrop of rural Rajasthan, there was a change in the focus on the market segmentation. Tanishq had 80 stores spread over 60 towns across the length and breadth of the country. Understanding the importance of purity for customers, Tanishq introduced Karatmeter, a machine that, in three minutes, measured the karatage of gold without destroying it.

It helped Tanishq to spread the message the without a trusted brand one can be duped into buying 14 carat gold considering it to be 22 carat gold. The message was loud and clear for any average gold customer in these areas, ‘The Tata name is like gold in India’ and that “There is no company more trusted’. Thus, the company ensured a paradigm shift from branding GoldPlus or Tanishq as “jewelry as adornment” to “jewelry as investment”.

Titan Industries entered into the rural and semi-urban markets by starting Goldplus stores in Erode (Tamil Nadu) and Ratlam (Madhya Pradesh) in 2005. The aim was to herald standardization in a largely undifferentiated market by establishing quality benchmarks.

#### **Promotional Measures**

Promotional measures such as quizzes, rewards, giveaways like gifting cars on Diwali eve, etc. ensured rural market penetration of Goldplus, especially in Erode. However, the Rutlam experience was not so encouraging. Enthused by the success at Erode, Titan Industries launched Goldplus, in 16 places across Tamil Nadu, Madhya Pradesh, Andhra Pradesh and Maharashtra. Speaking at the inauguration of the Goldplus showroom at Bheemavaram, L.R. Natarajan, vice-president and head of Goldplus and jewelry manufacturing of Titan Industries observed that gold has tremendous historical, religious, cultural, social and economic significance across our country. The absence of standardized practices in markets led to a latent fear among consumers about the purity of gold. He emphasized that Goldplus aims to establish an emotional connect by participating in every gold purchase need of the consumers with the promise of purity. In line