



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA  
PGDM / PGDM (M) / PGDM (SM)  
FOURTH TRIMESTER (Batch 2017-19)  
END TERM EXAMINATIONS, OCTOBER 2018  
(Set 1)

Course Name	Rural Consumer Behavior	Course Code	<b>MKTM 415</b>
Max. Time	<b>2 hours</b>	Max. Marks	<b>40 MM</b>

INSTRUCTIONS: All the questions are mandatory to answer. All questions carry equal marks.

1. Kishan Kumar, a farmer of Western UP plans to purchase a tractor. What according to you would be factors which will influence his decision? What will be the decision making process involved in this consumer buying process?
2. Devise three strategies by which (a) planned buying and (b) impulse buying can be evoked in a rural retail to increase consumer buying.
3. An International processed food manufacturing company has come up with its new fortified products (biscuits and snacks) which it wants to promote in iron-deficient rural areas of India. Devise a communication plan for the company to help it to effectively communicate the message to consumers.  
(You can take appropriate assumptions regarding segmentation, targeting and positioning in developing your answer).
4. Consider the mobile handset market in rural India. On what bases would you classify this market and why? How do you think that rural marketers in this Industry would benefit from your segmentation scheme?
5. A leading hair oil company wants to launch its new product catering to rural women, and therefore wants to understand their current behavior and practices related to the same. Outline a research plan comprising of research approach, sampling guideline, data collection method and research tools.