

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: MAY-2026
SEMESTER - IV

Sub.: Rural Marketing (MBA24-MM406/MMM407)

Date : 22/05/2026	Total Marks : 60	Time: 10.00 am to 12.30 pm
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Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

- Q. 1. Write Short notes on (Any Three) (15)**
1. Rural vs Urban Mindset
 2. 4 A's of Rural Marketing
 3. Rural Consumer Behaviour
 4. Multi-Variable Segmentation in Rural Markets
 5. Profile of a Typical Rural Consumer
- Q. 2. Answer in detail (Any One) (10)**
1. Explain the Problems and Opportunities in Rural Marketing. How Should Companies Strategically Respond?
 2. Differentiate Rural and Urban Markets. Analyze the Implications for Marketing Mix Decisions.
- Q. 3. Answer in detail (Any One) (10)**
1. Discuss the Role of Co-operative Marketing in Strengthening Rural Economy. Evaluate Its Structure and Challenges.
 2. Write the Features and Strategies for Marketing FMCG, Durable Goods, and Services in Rural Markets.
- Q. 4. Answer in detail (Any One) (10)**
1. Analyze the Obstacles in Co-operative Marketing and Suggest Reforms for Strengthening Rural Cooperatives.
 2. What are Rural Marketing Strategies for FMCG, Durable Goods, and Financial Services sector Should Companies Adapt Their Approach?
- Q. 5. Case study (15)**
- ITC e-Choupal is an innovative initiative launched to connect Indian farmers directly with markets using digital technology. Traditionally, farmers in India rely on local intermediaries (middlemen) for selling agricultural produce. These intermediaries often provide suboptimal prices and limited market information. Additionally, farmers face challenges such as: Poor market access in remote villages, Low awareness of current commodity prices and quality standards, Limited availability of high-quality inputs like seeds, fertilizers, and crop advisory services, Seasonal income fluctuations affecting consumption patterns. The e-Choupal initiative installs internet kiosks in villages, linking farmers to real-time price information, procurement services, and advisory support. Farmers can make informed decisions, access better quality inputs, and directly sell their produce to ITC or other buyers. The initiative also includes educational content on best agricultural practices and weather updates. After five years of operation, ITC noticed: Increased adoption in regions with strong literacy and

internet awareness, Continued dependence on traditional intermediaries in more remote villages, Challenges in logistics and last-mile delivery, Unequal awareness about the benefits of digital platforms among different age groups, Variable pricing perception leading to initial mistrust among farmers
ITC wants to enhance penetration in remote areas while maintaining trust with existing users.

Questions:

1. Analyze the key challenges faced by ITC e-Choupal in rural market penetration.
 2. Evaluate the marketing and distribution strategies implemented by ITC e-Choupal..
 3. Propose a comprehensive strategy to enhance rural adoption and ensure sustainability of the e-Choupal initiative.
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