**Rural Marketing**

**June 2023 Examination**

**1) Explain the concept product policy in Rural Markets. Please help a company in the steps for launching a new brand of Smart Phone in Rural India. (10Marks)**

**Ans:**

**Introduction:**

Product policy is a crucial aspect of the advertising blend that relates to the selections taken by an employer regarding its product offerings, consisting of its features, packaging, branding, and pricing, among others. In rural markets, product coverage assumes a greater significance due to the specific challenges and possibilities supplied by those markets. Rural India comprises various sets of clients with multiple desires and preferences, and a successful product policy should remember the unique requirements of those consumers.

Rural markets refer to the areas or areas that are characterized using a low populace density

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**2) Why does Rural Infrastructure play an important role in development of rural Markets? Explain the role of government fertilizer subsidy in rural development. (10Marks)**

**Ans:**

**Introduction:**

Rural infrastructure is essential in improving rural markets as it affords the critical foundation for economic activities and market boom. Rural infrastructure refers to the simple bodily and organizational systems and facilities which can be required for the improvement of rural areas. These facilities include roads, bridges, water delivery systems, strength, telecommunications, and vital services. In this essay, we can explore the significance of rural infrastructure in improving rural markets and the role of government fertilizer subsidies in

**3) Case study - Commotion**

**Mr. Verma the vice president of Symptom Agro Company was in the middle of a serious Marketing meeting, the sales numbers were not as per target and he was trying to find the reasons of sales loss in many regions and discussing with his team how they could recover the lost sales**

**The company had launched two new products in the North markets and also spend substantial funds in promoting the same, the first two months had witnessed the major sales growth was from the new products the existing products were also doing well but not as per targets**

**The sales targets from both the new and existing products was high and Mr. Verma and has team found it difficult to achieve**

**In the middle of the meeting a call from the field changed the entire scenario and Mr. Verma cut short the meeting and suddenly left for the fields**

**A large crowd had gathered at the distributor’s office and was demanding compensation for the cotton crop failure, due to use of the new agrochemical, the crowd was very violent and restless for the compensation**

**Mr.Verma pacified the crowd and assured them the product was a new invention from a leading company of Japan and being marketed by a reputed company in India , the quality of the product was good and as per prescribed specifications , during visit to the fields of various farmers and the discussions with them it was found the usage of the product was wrongly timed and not used as per protocols , the farmers blamed the local representative and the local dealer for their advice in the matter , the wrong usage had spoiled most of the cotton crop sown and hence this commotion**

**The company Symptom was reputed and had a strong reputation and market share in the area Mr Verma had no option but to agree for compensation keeping in view the company reputation and market share of products in the area, he called the local representative and the dealer to his office for a training session.**

**a) What in your view led to the unrest and commotion in the market? Was it the fault of the company? (5Marks)**

**Ans:**

**Introduction:**

The unrest and commotion in the marketplace changed because of the cotton crop's failure, resulting from the incorrect use of the new agrochemical product released by Symptom Agro organization. The farmers blamed the local representative and supplier for their recommendation on the usage of the

**b) What, in your opinion, brought about the attractiveness of the compensation through the company? (5Marks)**

**Ans:**

**Introduction:**

Symptom Agro company has recently released two new products in the North markets and faced problems achieving sales objectives for each unique and existing development. But, the situation turned severe when a vast crowd gathered at the distributor's office, demanding compensation for the cotton crop failure because of using a new agrochemical. Mr. Verma,