**Rural Marketing**

**September 2023 Examination**

**1. Explain the rural marketing research process. What will be research methodology used by a pharmaceutical firm in entering rural markets? (10 marks)**

**Ans ;**

**Introduction:**

Rural marketing studies are essential to collecting and studying facts about rural markets to apprehend rural purchasers' desires, choices, and behavior. It plays a critical function in assisting agencies, which includes pharmaceutical corporations, correctly input and perform in rural markets. Unique challenges and opportunities, including confined infrastructure, decreased earnings degrees, diverse cultural factors, and distinct consumer behaviors, signify rural regions. Therefore, comprehensive studies are critical for rural marketplace penetration and growth.

**Concept & Application:**

**1. Understanding Rural Markets:**

Rural markets seek advice from geographical areas with a low populace density and limited

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**2. What do you understand by the concept of pricing? Please help a company selling consumer durables in rural markets in regaining lost sales due to slack demand and high inventories. (10 marks)**

**Ans :**

**Introduction**

Pricing is a fundamental factor of advertising and commercial enterprise approach that involves determining the cost of a product or service and setting a specific charge to provide to customers. It is a complicated decision-making technique stimulated by various inner and outside factors, including production fees, opposition, purchaser conduct, and marketplace conditions. The right pricing approach can drastically impact revenue, profitability, and market percentage. In this context, we can discover the idea of Pricing and its utility in

**3. Case Study - Bright toothpaste**

**Sprash Pharma company was an active player in generic medicines in rural markets, it had a pan India approach and was selling a number of Brands which were popular, the company had a large dealer and retailer network and was selling their brands through the network of these retailers**

**The company had been observing that there was a good demand for hygiene products and the margins were better as compared to the generic pharmaceuticals, the distribution network was the same and there would be no extra fixed costs**

**During the annual meet of the company this aspect of launching Hygiene products was discussed and the entire staff was excited about it, the company had also announced good incentive schemes on the sale of the above and had asked for sales targets from all the areas and the staff**

**The sales numbers and Targets were set and the company decided to start with the first product introduction of toothpaste as an oral hygiene product accordingly a Toothpaste with Brand Name Bright was launched**

**The product Bright was to compete in the crowded oral hygiene market with large MNCs selling the same and the prices were set to be competitive**

**As the launch was only for one product the company decided to use the existing staff for selling in the same network the staff started selling the same after a formal launch and the initial sales were good the staff was also focusing on the same as the incentives announced were good**

**However, after around six months the company observed that the sales were also not as per targets and the inventory levels were also high, since the product was outsourced from a third party on a tolling arrangement there was pressure to lift the manufactured inventory from the supplier**

**The Marketing manager was a worried as the launch was done with a lot of hope that the organization will be a part of the large hygiene market and grow, the sudden drop in sales and hopes put him in a dilemma on the next steps to save the situation, the next marketing meet was scheduled and he needed to advise the management on the next steps.**

**a. What in your view were the reasons of failure? (5marks)**

**Ans :**

**Introduction:**

Sprash Pharma, a nicely-established player in well-known medicines across rural India, recognized the developing demand and ability inside the hygiene merchandise market. Capitalizing on its present dealer and store network, it entered the oral hygiene section by launching "bright" toothpaste. The initial sales have been promising, backed by attractive

**b. How will you help the Marketing Manager in regaining lost sales and in being a part of the large Hygiene market? (5marks)**

**Ans ;**

**Introduction:**

Splash Pharma, a prominent player in rural India's regular medicine enterprise, identified an opportunity to faucet into the developing call for hygiene products. With a well-established pan-India distribution community, the corporation ventured into the hygiene marketplace by launching its oral hygiene product, vivid Toothpaste. The company's choice changed into met