

Therefore, along with the '*Desh Ka Namak*' ad they came out with the '*Desh Ko Arpan*' program in the year 2002. The company decided to contribute 10 paise on every packet of Tata Salt which is sold between August 15 and September 15' 2003 and also January – February '2004, towards the education of deprived girl children. The '*Desh Ko Arpan*' program encouraged ordinary individuals to make a difference. Over Rs 35 lakhs were collected in 2002 and given to Child Relief and You (CRY) through this initiative. The Promotional tools adopted by the company include advertising and sales promotion.

Advertising:

The amount spent on advertising accounts for 7% to 8% of the sales revenue. They use mass media communication like Television Ads, Print Ads, etc.

They are printed were in regional language newspaper and in the magazines in the regional language. Like, The '*Desh Ko Arpan*' Program is been promoted through print media advertisements in 5 regional languages (Hindi, Marathi, Bengali, Tamil and Telugu).

Media Vehicles

Conventional Media-

(a) **Television:** For rural market they don't have a separate advertisement but they play the same advertise in the regional language.

Doordarshan- Tata Salt's around 40% reach is because of its advertisements on Doordarshan. It also advertises on Star Plus, NDTV, etc. Regional Channels like- Alfa, Sun, Surya, etc. depending upon the State Language.

(b) **Wall paintings:** They also communicate to rural market through the wall paintings in Haats. Urban consumers shop daily and have 365 opportunities a year to switch brands while the rural purchasers who buy their goods in weekly haats have only 54. Considering this Tata Salt makes ultimate use of this opportunity to educate the customers about the product.

(c) **Video on Wheels:** Tata Salt uses van marketing to reach the satellite villages.

Non-Conventional Media-

Kalniraya: Tata Salt advertises on Kalniraya Calendars which are printed in 8 languages. Out of the 1.2 crores calendars issued, 50 lakh are sold in Maharashtra.

This advertising is a reminder to the consumer of the Brand- Tata Salt which is in its Maturity stage.

Questions –

- What challenges were faced by Tata Chemicals Ltd. in marketing branded salt in rural markets?
- Critically evaluate the promotional strategies followed by Tata Chemicals Ltd for marketing its product in rural areas.
- What alternative positioning or promotional strategies Tata Chemicals Ltd could have followed to attract rural segment as their product was in maturity stage? Give reasons for your answer.

Enrolment No.....



Faculty of Management
End Semester (Even) Examination May-2018
MS5EM11 Rural & Event Marketing

Programme: MBA

Branch/Specialisation: Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- According to whom "Rural Marketing is a social process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others" 1
 - Philip Kotler
 - Peter Drucker
 - Lalita Ramakrishnan
 - None of these
 - Psychological factors that influence Buying Behaviour in rural markets are – 1
 - Motivation
 - Perception Learning
 - Beliefs and attitudes
 - All of these
 - Which is the most important tool for developing the Rural Markets? 1
 - Infrastructure
 - Transportation
 - Communication
 - All of these
 - "Scattered Market" is the feature of _____. 1
 - Rural Market
 - Urban Market
 - Both 1 and 2
 - None of these
 - Organizations practicing CRM in Rural Marketing focus on _____ relationship with _____. 1
 - Short Term ; customers and suppliers
 - Long term ; customers and suppliers
 - Short term ; customers
 - Long Term ; customers
 - Public Private Partnership (PPP) Model in Rural Marketing aims at – 1
 - Ensuring availability of water for drinking and agriculture
 - Rain water harvesting and water storage
 - Developing cropping plan and value added farming
 - All of the above

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- vii. Event Marketing is carried out for – **1**
 (a) Generating Quality Business Leads
 (b) Enhancing the Profile of the Organization
 (c) Creating New Business Opportunities
 (d) All of the Above
- viii. The role of Event Manager is- **1**
 (a) Devising the Event concept and budgeting
 (b) Identifying the target audience and booking the venue
 (c) Marketing & Communication of Event
 (d) All of the above
- ix. Which of the following can be linked to the growing popularity of Event Marketing – **1**
 (a) Increased Media Fragmentation
 (b) Decreased Effectiveness of Traditional Advertising
 (c) Increased Competition amongst Firms
 (d) All of the Above
- x. What aspect must be considered when developing an event marketing plan: - **1**
 (a) The personality that brand is trying to convey
 (b) Lasting impressions to leave on audience
 (c) Target audience
 (d) All of these
- Q2. i. Define Rural Marketing and discuss the classification of Rural Markets. **2**
 ii. Compare and contrast Rural Marketing with Urban Marketing. **2**
 iii. Discuss the characteristics of Rural Consumers. **4**
- OR iv. What are the emerging challenges and opportunities in Rural Marketing? **4**
- Q3. i. What channels are used for distribution of products in Rural Markets? **3**
 ii. Discuss different types of media vehicles used for promotion of products and services in Rural Markets? **5**
- OR iii. Explain briefly various pricing methods used for Rural Markets. Give examples. **5**
- Q4. i. Explain the concept of CRM and E-CRM in Rural Marketing? **3**
 ii. How technological advancements have facilitated in Rural Marketing? Discuss giving examples in Indian context. **5**

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- OR iii. Explain the concept of Social Marketing, Network Marketing, Green Marketing, Cooperative Marketing and Micro-credit Marketing. **5**
- Q5. i. Define Event and explain the importance of Event Marketing. **2**
 Attempt any two:
 ii. Explain different types of Events with examples. **3**
 iii. Discuss the role and responsibility of Event Managers. **3**
 iv. Describe the five stages of Event Management. **3**
- Q6. Attempt any two:
 i. How is need assessment and feasibility study for events carried out? **4**
 ii. What promotional strategies are employed in case of events? **4**
 iii. How evaluation regarding effectiveness of an event can be done? **4**

Q7. Case Study **10**
TATA CHEMICALS LTD - MARKETING SALT TO RURAL MASSES

Tata Chemicals' salt story began in 1983, when it needed fresh water for the boilers that produced soda ash at its Mithapur plant. Fresh water was scarce, so the company set up a process to generate it by using seawater, a freely available resource. Salt, of high quality and purity, was a by-product. Both UNICEF and the Indian government were promoting the intake of iodine for health reasons. 'Salt is the most economical and convenient dietary vehicle for iodine consumption'. Hence, these factors led Tata Chemicals to take up salt production. Ever since its launch in 1983, Tata Salt has been synonymous with iodized salt in India.

The positioning statement used earlier was '*Namak ho Tata ka, Tata namak*'. The communication was built around the fact that Tata Salt, India's first iodized salt, was manufactured by a Tata company. Tata appreciated that in order to sustain a competitive advantage over a long period of time, what is needed is for the consumer to perceive the company to be different from others. The best way to differentiate is to connect with the consumer at an emotional level. The challenge was to take purity, a rational product benefit, and create an emotional link with the consumers. A new agency, Bates India, was chosen to work on the communication. A strong fact that emerged from the research was that consumers were troubled about the gradual erosion of nation's value system. Another factor was that salt is deeply rooted in grassroots values.

Tata salt spends about 15-18% of their sales revenue on promotion. The promotional strategy used by Tata salt is Pull Strategy. It is based on the Brand equity appeal and Tata brand name. "Tata Salt" is India's fourth most trusted brand. This was highlighted by the study of reputed Market Research Agency A.C. Neilson. Tata Group follows the policy to give returns to the nation.

Marking Scheme

MS5EM11 Rural & Event Marketing

Q.1	i.	According to whom “Rural Marketing is a social process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others” (c) Lalita Ramakrishnan	1				
	ii.	Psychological factors that influence Buying Behaviour in rural markets are – (d) All of these	1				
	iii.	Which is the most important tool for developing the Rural Markets? (d) All of these	1				
	iv.	“Scattered Market” is the feature of _____. (a) Rural Market	1				
	v.	Organizations practicing CRM in Rural Marketing focus on _____ relationship with _____. (d) Long Term ; customers	1				
	vi.	Public Private Partnership (PPP) Model in Rural Marketing aims at – (d) All of these	1				
	vii.	Event Marketing is carried out for – (d) All of these	1				
	viii.	The role of Event Manager is- (d) All of these	1				
	ix.	Which of the following can be linked to the growing popularity of Event Marketing – (d) All of these	1				
	x.	What aspect must be considered when developing an event marketing plan: - (d) All of these	1				
Q.2	i.	Definition of Rural Marketing Classification of Rural Markets	1 mark 1 mark	2			
	ii.	Comparison Rural Marketing with Urban Marketing at least 3 points Rural Markets Urban Markets	1 mark 1 mark	2			
	iii.	Characteristics of Rural Consumers at least 4 points 1 mark for each point	(1 mark * 4)	4			
OR	iv.	Emerging challenges Any two Opportunities in Rural Marketing Any two	2 marks 2 marks	4			
Q.3	i.	Channels for distribution of products in Rural Markets		3			
	ii.	Types of media vehicles for promotion of products and services		5			
OR	iii.	Pricing methods used for Rural Markets with example		5			
Q.4	i.	Concept of CRM E-CRM in Rural Marketing	1.5 marks 1.5 marks	3			
	ii.	Five different application of Technology in Rural Marketing in Indian context. 1 mark for each (1 mark * 5)		5			
OR	iii.	Concept of Social Marketing Network Marketing Green Marketing Cooperative Marketing Micro-credit Marketing	1 mark 1 mark 1 mark 1 mark 1 mark	5			
Q.5	i.	Definition of Event Importance of Event Marketing Attempt any two:	1 mark 1 mark	2			
	ii.	Types of Events with examples		3			
	iii.	Role of Event Managers Responsibility of Event Managers	1.5 marks 1.5 marks	3			
	iv.	Five stages of Event Management.		3			
Q.6		Attempt any two:					
	i.	Need assessment Feasibility study for events carried out	2 marks 2 marks	4			
	ii.	Promotional strategies		4			
	iii.	Evaluation regarding effectiveness of an event		4			
Q.7		Case Study Questions – Situation Analysis	4 marks	10			
	(i)	What challenges were faced by Tata Chemicals Ltd. in marketing branded salt in rural markets? 2 marks					
	(ii)	Critically evaluate the promotional strategies followed by Tata Chemicals Ltd for marketing its product in rural areas. 2 marks					
	(iii)	What alternative positioning or promotional strategies Tata Chemicals Ltd could have followed to attract rural segment as their product was in maturity stage? Give reasons for your answer. 2 marks					