



**Time - 3 Hour**

**MM-70**

The question paper contains one printed page.

All questions are compulsory. There is internal choice in some questions

- Q. 1.** Imagine that you are the product development manager in a **Tractor or mobile handset** manufacturing company. Describe the product strategy you will adopt to augment the product and create its brand identity in rural markets. Also, highlight rural specific product strategies. (14)
- Q.2** If you were to communicate and make your target customers aware of your newly launched 'small town car', how would you do so? Devise a complete communication plan for the small-town audience describing various conventional and non-conventional communication tools that can form a part of the rural communication-mix strategy. (14)
- Q.3** A durables company wants to sell its products in rural markets. Which traditional and non-traditional distribution approach should it apply to achieve success? (14)
- Q.4.** a) Mention the company behind "Project Shakti" campaign and highlight its objectives. Also highlight the benefit of this campaign to company and customers.  
b) Elaborate on rural-specific pricing strategies with examples. Also give one example of Frugal Engineering. (7x2)
- Q.5 Explain (any two)** (7x2)
- a) Positioning Strategies ( atleast 4), taking at least one example in each
  - b) Any four factors affecting Consumer Behaviour with examples
  - c) Stages of New Product Development
  - d) Product Life cycle
  - e) Adoption of Innovation