62225

III Semester M.B.A. (Day & Evening) Degree Examination, April/May - 2026

MANAGEMENT

Rural and Green Marketing

(CBCS Scheme 2019 Onwards)

Paper : 3.3.1

ACHARYA INSTITUTE OF GRADUATE STUDIES
LIBRARY
Date:
BANGALORE-107

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any Five questions from the following. Each question carries 5 marks. **(5×5=25)**

1. What is Ecological Footprint? How does it influence marketing decisions?
2. What is BoP (Bottom of Pyramid)? Discuss its significance in rural marketing.
3. Explain Carbon Footprint and its relevance to corporate strategy.
4. A rural start up is unable to communicate product benefits due to low literacy levels. Suggest effective rural communication strategies.
5. A company receives criticism for 'greenwashing'. Explain how transparency and ISO standards can improve credibility.
6. Discuss the Rural Marketing Value Chain.
7. Write a short note on Triple Bottom Line and CSR in marketing.

SECTION - B

Answer any Three questions from the following. Each question carries 10 marks. **(3×10=30)**

8. A solar lantern company wants to target villages with irregular electricity supply. Suggest suitable segmentation variables and positioning strategy.
9. Explain the role of ICT in transforming Rural Marketing Systems with examples.

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10. A rural retailer complains about high inventory costs due to seasonal demand. Recommend suitable rural distribution strategies.

11. Explain pricing policy and communication strategies suitable for rural markets.

SECTION - C

12. Compulsory (Case Study): **(1×15=15)**

EcoMove Motors is an emerging electric three-wheeler manufacturing company focusing on semi-urban and rural markets in South India, particularly in and around regions such as Bengaluru. The company aims to promote sustainable mobility by offering eco-friendly electric alternatives to conventional diesel-powered auto rickshaws. With the increasing emphasis on environmental protection and reduction of carbon emissions in India, electric vehicles (EVs) are gaining policy support and public attention.

The Government of India has introduced various subsidies and incentives to encourage the adoption of electric vehicles under national and state EV policies. Despite these initiatives, EcoMove Motors faces significant challenges in penetrating rural markets. One of the major issues is the lack of adequate charging infrastructure in villages and small towns, which creates range anxiety among potential buyers. Additionally, rural consumers often have limited awareness regarding the long-term cost savings associated with electric vehicles, such as lower fuel and maintenance costs.

Another critical challenge is the high initial purchase price of electric three-wheelers compared to traditional diesel vehicles. Rural customers are highly price-sensitive and often prefer vehicles with lower upfront costs, even if operating expenses are higher in the long run. The company also encounters resistance from traditional vehicle dealers who are hesitant to promote electric vehicles due to unfamiliar technology and concerns about service and spare parts availability. Furthermore, questions regarding battery disposal, recycling, and environmental impact create skepticism among environmentally conscious consumers.

To Address these issues, EcoMove Motors plans to collaborate with rural banks and microfinance institutions to provide easy financing options with low interest rates and flexible repayment schemes. The company also proposes to establish solar-powered charging stations in selected rural hubs to ensure sustainable and accessible energy solutions. Awareness campaigns through local community meetings roadshows, and digital platforms will be launched to highlight the environmental and economic benefits of electric mobility. In addition, EcoMove Motors aims to build a sustainable supply chain and implement ISO 14064 standards for carbon accounting to enhance transparency and environmental responsibility.

The Board of Directors has requested a comprehensive rural and green marketing strategy to ensure effective market penetration, customer acceptance, and long-term sustainability in rural and semi-urban markets.

Questions.

a) Analyze the rural market opportunities and challenges for EcoMove Motors. **(5)**

b) Suggest an integrated rural marketing mix strategy for EcoMove Motors. **(5)**

c) Propose a sustainability framework incorporating Green Supply Chain and Triple Bottom Line Principles. **(5)**
