



Register Number:
DATE: 19-11-2020

**ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE – 560027
MAADVERTISING AND PUBLIC RELATIONS – III SEMESTER
SEMESTER EXAMINATION, NOVEMBER 2020
APR ADS 9219 – RURAL MARKETING AND COMMUNICATIONS**

Time: 2 ½ hrs.

Max Marks: 70

This paper contains ONE printed pages and TWO parts

Answer ANY THREE of the following with a minimum of 200 words.

(3 x 10 = 30)

1. What are the key constituents of India's rural economy? Elaborate.
2. "After sales support" is a myth when it comes to mobile brands in rural India. Explain.
3. Why do brands find packaging for rural India an expensive proposition?
4. Fairness creams helped rural audiences transcend caste and status taboos. Explain
5. In spite of concerted literacy campaigns, print has not evolved into a significant rural medium. Why?

Answer ANY TWO of the following with a minimum of 400 words. (2 x 20 = 40)

6. "The heart of Indian consumerism lies in its villages, but is still untapped". Using demographic data and the various highlights of the Indian economy, build a case for the same.
7. Discuss 4 key issues confronting efficient distribution of goods to Rural India. Choose from any of the following 6 (Climate, terrain, seasonality, poor infrastructure, banking networks and storage).
8. You are the manufacturer of a leading potato chips brand? You now want to take it into rural India? What would be the media you would select? Why? (Your answer MUST have a choice of a minimum 4 media vehicles)

APR ADS 9219_A_20