

S.D.E.
M.B.A. Sem-III (2013 Course) : SUMMER - 2019
SUBJECT : ELECTIVE – IV : RURAL & SOCIAL MARKETING
(MARKETING MANAGEMENT)

Day : Thursday
Date : 23/05/2019

Time : 10.00 AM TO 1.00 PM
Max. Marks : 70

S-2019-5048

N.B.

- 1) Attempt any **THREE** questions from Section – I and any **TWO** questions from Section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in the **SAME** answer book.

SECTION – I

- Q.1** Compare Rural Market environment with Urban Market environment in detail. **(14)**
- Q.2** What are the challenges of Rural Marketing as regards to product positioning, distribution and transportation? **(14)**
- Q.3** “In Rural Marketing segmentation is of prime importance for targeting the right customer”. Comment. **(14)**
- Q.4** Why Rural Marketing Research is more difficult? Elaborate. **(14)**
- Q.5** Write notes on any **TWO** of the following: **(14)**
- a) Rural Infrastructure
 - b) Future of Rural Marketing in India
 - c) Marketing of Rural and Cottage Industry Products

SECTION – II

- Q.6** Parle Food Products have recently introduced two new varieties of biscuits, namely- Orange Cream and Coconut Crunch. Prepare a Market Research Plan to assess the market potential only from Rural areas of your district. **(14)**
- Q.7** How Indian Red Cross - a voluntary organization can use Social Marketing to spread their activities? **(14)**
- Q.8** Create an advertisement for printing in Rural Newspapers for promotion of Lijjat Brand Papads. **(14)**

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