

S.D.E.

M.B.A. SEM-III (2013 COURSE) : SUMMER - 2018

SUBJECT: Elective-IV: a) RURAL & SOCIAL MARKETING  
(MARKETING MANAGEMENT)

Day: **Thursday**  
Date: **28/06/2018**

S-2018-4411

Time: **10.00 A.M. TO 1.00 P.M.**  
Max Marks: 70

N.B:

- 1) Attempt any **FOUR questions** from Section-I.
- 2) Attempt any **TWO** questions from Section-II.
- 3) Figures to the right indicate **FULL** marks.
- 4) - Answers to both the sections should be written in the **SEPARATE** answer books.

**SECTION-I**

- Q.1 What are the characteristics of rural people? (10)
- Q.2 Write a note on rural marketing environment and Rural infrastructure. (10)
- Q.3 What are the challenges for rural marketing? Discuss with examples. (10)
- Q.4 Describe nature and scope of social marketing. (10)
- Q.5 Write short notes on **ANY TWO** of the following: (10)
- a) Problem in Social Marketing
  - b) Need for Social Marketing
  - c) Marketing Mix
  - d) Pricing strategies in Social Marketing

**SECTION-II**

- Q.6 Critically analyses role of IT in rural marketing Research. (15)
- Q.7 Discuss with examples problems of rural marketing as regards of the product positioning. (15)
- Q.8 What marketing strategies you will formulate to introduce newly developed organic fertilizer in rural areas? Prepare your plan. (15)

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