

S.D.E.
M.B.A. Sem-III (2013 Course) : WINTER - 2018
SUBJECT : ELECTIVE – IV : RURAL & SOCIAL MARKETING
(MARKETING MANAGEMENT)

Day : Friday
Date : 14/12/2018

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

W-2018-4580

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 **SEPARATE answer book.**

SECTION – I

- Q.1** How is the present Rural Infrastructure in India conducive for Rural Marketing? Do you think that if any improvement is required in Rural Infrastructures? **(14)**
- Q.2** Explain the emerging importance and role of IT in Rural Marketing in India, giving appropriate examples. **(14)**
- Q.3** What is meant by Social Marketing? Explain this concept with examples. **(14)**
- Q.4** How social marketing can be used in prevention of epidemic diseases like dengue and swine flue? **(14)**
- Q.5** Write notes on any **TWO** of the following: **(14)**
- a) Characteristics of Rural People
 - b) Problems of Rural Marketing
 - c) Rural Marketing Research

SECTION – II

- Q.6** What will be the impact of Central Government policies for transportation and telecommunication on Rural Marketing? Elaborate. **(14)**
- Q.7** ‘Amul’ is a famous brand for milk and milk products in India. What strategies should they adopt to promote their different brands of ‘Amul Milk’ in Rural areas of your district? **(14)**
- Q.8** ‘CRY FOUNDATION’ work for well-being of destitute children. They now want to spread their activities in Rural area. How they can use Social Marketing for this purpose? **(14)**

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