

**S.D.E.**

**M.B.A. SEM-IV (2010 COURSE)(3 YEAR COURSE) :  
WINTER - 2017**

**SUBJECT : ELECTIVE – IV : a) RURAL AND SOCIAL MARKETING  
(MARKETING MANAGEMENT)**

Day : **Saturday**

Time : **02.00 P.M. TO 05.00 P.M.**

Date : **23/12/2017**

**W-2017-4290**

Max. Marks : **70**

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**N. B. ;**

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

- Q. 1** Define rural market. Describe the characteristics of rural market. **(10)**
- Q. 2** State and explain the challenges faced in rural marketing in regard with price mix and product mix. **(10)**
- Q. 3** Discuss the role of Information Technology in rural marketing research. **(10)**
- Q. 4** State and explain conceptual frame work of social marketing. **(10)**
- Q. 5** Write short notes on **ANY TWO** of the following: **(10)**
- a) Role of Government in Social Marketing
  - b) Marketing problems of Small Saving Groups
  - c) Marketing of Cottage Industry Product
  - d) Role of Government in Rural Marketing

**SECTION – II**

- Q. 6** Prepare marketing plan for marketing of social issues **(15)**
- a) Family Planning
  - b) Agro Marketing
- Q. 7** You are appointed as a Manager Marketing for marketing of the farm products produced by small self-help groups. What challenges will you face in marketing the products? **(15)**
- Q. 8** Prepare a marketing plan for an NGO operating in social upliftment. **(15)**

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