

S.D.E.

M.B.A. SEM-III (2013 COURSE) : WINTER - 2017
SUBJECT: Elective-IV: a) RURAL & SOCIAL MARKETING
(MARKETING MANAGEMENT)

Day: **Saturday**
Date: **30/12/2017**

W-2017-4220

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) Answer to both the **SECTION** should be written in **SEPARATE** answer books.

SECTION-I

- Q.1** State and explain common problem faced by rural people in producing and marketing of their products. (10)
- Q.2** Analyze the major challenges faced by rural marketer in view of advanced technology. (10)
- Q.3** Describe role of information technology in marketing of rural and cottage industry products. (10)
- Q.4** Explain in detail role of Government in encouraging rural people in social marketing. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Future of Rural Marketing
 - b) Marketing problems of small saving groups
 - c) Rural Marketing Environment
 - d) Role of NGO's in Rural Marketing

SECTION-II

- Q.6** You are appointed as Marketing Manager for a company for consultation on rural marketing. Elaborate your advice to solve problems faced by Rural marketers. (15)
- Q.7** Small Saving Group in rural place have appointed you as Manager Marketing. How will you market the products produced by small saving groups. (15)
- Q.8** You are appointed as a Manager Marketing for xyz. Agro Products Pvt. Ltd. Prepare a marketing mix plan for agro products Produced by the company. (15)

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