

**CDOE**  
**MASTER OF BUSINESS ADMINISTRATION (CBCS-2019 COURSE)**  
**M.B.A. SEM - III : WINTER :- 2021**  
**SUBJECT: RURAL MARKETING**

**Day : Friday**  
**Date 11/3/2022**

**W-22002-2021**

**Time : 10:00 AM-01:00 PM**  
**Max. Marks: 60**

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**N.B.:**

- 1) Answer ANY THREE questions from Section I. Each question carries 10 Marks.
  - 2) Answer ANY TWO questions from Section II. Each question carries 15 Marks.
  - 3) Answers to Both the sections to be written in SAME answer book.
  - 4) Draw a labeled diagram WHEREVER necessary.
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**SECTION - I**

Q.1) Answer the following: (10 Marks X 1 = 10 Marks)

Explain rural marketing perspectives in detail.

Q.2) Answer the following: (10 Marks X 1 = 10 Marks)

Discuss rural buying decision process with reference to rural consumer characteristics.

Q.3) Answer the following: (10 Marks X 1 = 10 Marks)

Discuss significance of segmentation, targeting and positioning with reference to rural marketing.

Q.4) Answer the following: (10 Marks X 1 = 10 Marks)

Elaborate on the 4Ps of rural marketing.

Q.5) Write short notes on the following: Attempt ANY TWO (5 Marks X 2 = 10 Marks)

- a) Rural distribution channels
- b) Rural consumer behavior patterns
- c) Significance of decision support system
- d) Innovation adoption

**SECTION -II**

Q.6) Answer the following: (15 Marks X 1 = 15 Marks)

What are the profiles of a rural consumer? How do you influence a rural consumer?  
Explain with suitable examples.

Q.7) Answer the following: (15 Marks X 1 = 15 Marks)

“A dramatic change is in progress in the villages”. Explain the statement with relevant examples.

Q.8) Answer the following: (15 Marks X 1 = 15 Marks)

How will you market following product to rural markets?

- i) Refrigerator                      ii) Shampoo    iii) Multi-utility Van

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