

CDOE
MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A. Sem-III : WINTER :- 2021
SUBJECT: RURAL MARKETING

Day : Friday
Date 11/3/2022

W-22945-2021

Time : 10:00 AM-01:00 PM
Max. Marks: 50

N.B.

- 1) Attempt any **THREE** questions from Section I and attempt any **TWO** questions from Section II.
- 2) Both the Sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate full marks

SECTION- I

- Q.1** Define Rural Marketing. Explain the characteristics and challenges of Rural marketing. (10)
- Q.2** What is Rural Market Environment? "Rural infrastructure is adequate for rural marketing" .Justify your views. (10)
- Q.3** Elaborate the role of Information Technology in Rural Marketing. Give examples. (10)
- Q.4** Explain the types of consumer behaviour pattern to be studied in Rural Marketing. (10)
- Q.5** Write short notes on **ANY TWO**. (10)
- A.** Primary sources for conducting rural marketing research
 - B.** Product Strategies for Rural products
 - C.** Constraints in Rural Marketing Communication

SECTION- II

- Q.6** As the head of marketing, develop marketing mix strategies for rural marketing of readymade garments. (10)
- Q.7** "Many marketers feel that rural markets are similar to urban markets and implement similar strategies in rural areas." Do you agree? Give reasons. (10)
- Q.8** A leading industrial house has plans to establish a chain of stores for selling consumer goods and agricultural produce in semi-urban markets. Suggest appropriate market segmentation, targeting and positioning strategies. (10)

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