

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

Day : Friday
Date 11/3/2022

W-23817-2021

Time : 10:00 AM-12:00 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

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|------------|---|-------------|
| 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

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|------------|---|-------------|
| 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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