

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-III :SUMMER- 2022
SUBJECT : RURAL MARKETING

Day : Monday
Date : 27-06-2022

S-22804-2022

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

- Q.1** Define Rural Marketing. Explain the role of State and Central Government in Rural Marketing Development. **(10)**
- Q.2** What are the different promotion strategies used in rural marketing? Discuss. **(10)**
- Q.3** What are Decision Support System and its benefits? **(10)**
- Q.4** Illustrate bases and benefits for Rural Market Segmentation. **(10)**
- Q.5** Write short notes on **ANY TWO**. **(10)**
- A. Pricing Strategies for Rural products
 - B. Product Life Cycle
 - C. Rural consumer behaviour

SECTION- II

- Q.6** Describe the qualities required for a Rural Marketing Research Worker? **(10)**
- Q.7** Explain briefly the rural specific communication media and methods that can be used in the case of life insurance, two wheelers and shampoos in rural market. **(10)**
- Q.8** Discuss the importance of Haats, Melas, Mandis in rural distribution and promotion. **(10)**

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