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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)

M.B.A Sem-III : WINTER- 2022

SUBJECT : RURAL MARKETING

Day : Saturday

Time : 02:00 PM-04:00 PM

Date : 31-12-2022

W-22804-2022

Max. Marks : 50

N.B.:

- 1) Attempt any THREE questions answer Section-I and any Two questions from From Section-II.
- 2) Figures to the right indicate full marks.
- 3) Answer to both sections should be written in Same answer books.

Section-I

- Q.1** Critically evaluate the Rural marketing in India. Illustrate with suitable examples. **(10)**
- Q.2** What are the pattern of Rural buying behavior? Explain the rural buying process. **(10)**
- Q.3** Define the marketing information system for Rural market. How it can managed more effectively and efficiently? **(10)**
- Q.4** What is promotion strategy? How it can be effectively applied in Rural marketing? **(10)**
- Q.5** Write short note on any TWO. **(10)**
- a) Product Strategy
 - b) Pricing strategy
 - c) Bases of segmentation

Section-II

- Q.6** As a Research Head, you are asked to prepare a Research plan for exploring consumer buyer behavior in Rural market. Prepare Research Plan. **(10)**
- Q.7** What alternate distribution strategy will you recommend for a company planning to enter Rural market? Comment alternate distribution strategy with its' advantages and disadvantages. **(10)**
- Q.8** A Consumer company operating in urban market wants to explore Rural market. Formulate marketing strategy plan for a company to enter into Rural market. **(10)**

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