

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-III • EXAMINATION – WINTER • 2014

Subject Code: 2830701

Date: 09-12-2014

Subject Name: Rural Marketing (RM)

Time: 10:30 am - 01:30 pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Define Rural Marketing and explain Nature and Characteristics of Rural Market. **07**
(b) Explain the factors, which have made Rural markets attractive in India. **07**
- Q.2** (a) If you wish to enter into the Rural market, how will you access the different factors of environment and why? Elaborate. **07**
(b) Explain the Buying decision process of Rural customer in brief. **07**
- OR**
- (b) Discuss the opinion leadership's influence on Rural consumer behavior. **07**
- Q.3** (a) Discuss the Differences of Rural and Urban Marketing Research in brief. **07**
(b) Explain the Rural Market Segmentation in brief. **07**
- OR**
- Q.3** (a) Describe the Product Positioning Strategies for Rural Markets in brief. **07**
(b) How will you design your marketing-mix for launching a Colour Television in Rural market of Gujarat? **07**
- Q.4** (a) A multinational company manufacturing FMCC products like soaps, detergents and shampoos has a substantial presence in rural markets. It has approached you for advice on the problem of spurious (fake) products which is affecting almost all its product categories in the rural markets. How would you advise the company in terms of appropriate measures to counter this problem? **07**
(b) Show the importance of packaging decisions strategies in Rural Marketing **07**
- OR**
- Q.4** (a) Write a note on Public Distribution System (PDS) in brief. **07**
(b) Explain various strategies being adopted by Insurance corporations to tap the Rural Customers in India. **07**
- Q.5** (a) Describe the Pricing Strategies for Rural Markets in brief. **07**
(b) If you are a marketing head of a fertilizer company, how will you ensure the timely supply to the farmers? Explain in detail. **07**
- OR**
- Q.5** (a) Assume yourself as a manufacturer of LED lights. What are the steps you would need to follow in planning a sales promotion programme for rural markets for the promotion of your new range of LED lamps? **07**
(b) Write short notes on any two of the following **07**
1. Role of Print Media in Rural Marketing
2. Contract farming
3. Role of NABARD in Rural Development
