

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (AM) SEMESTER –9 • EXAMINATION – WINTER - 2018

Subject Code: 4190522

Date: 26/11/2018

Subject Name: Rural Marketing

Time: 10:30 AM to 1:30 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 Market, Rural Marketing & Discuss the Characteristics of Rural Market in India. **07**
- (b)** Define Rural Area & Explain four “A” of Rural Marketing **07**
- Q.2 (a)** Discuss How Rural Marketing differs from Urban Marketing? Explain Importance of Rural Sector in India. **07**
- (b)** Explain Different Phases of Rural Marketing. **07**
- OR**
- (b)** What is Consumer Behavior? Discuss the Factors Influencing the Consumer Behavior. **07**
- Q.3 (a)** Explain Consumer Buying Process with Relevant Examples. **07**
- (b)** Explain Rural Market Research Process in Detail. **07**
- OR**
- Q.3 (a)** What is Rural Market Research? Explain Different Sources of Information. **07**
- (b)** Write a note on Contract Farming with Examples. **07**
- Q.4 (a)** What is Market Segmentation? Explain Base for Market Segmentation with Examples. **07**
- (b)** Explain Product Life Cycle Stage in Details with Relevant Examples. **07**
- OR**
- Q.4 (a)** What is Target Market? Explain Target Market Selection Process **07**
- (b)** Show the Importance of Packaging Decision for Rural Markets. **07**
- Q.5 (a)** Explain Various Pricing Strategy for Rural Market. **07**
- (b)** Explain Various Distribution Channels for Rural Markets & also Explain Challenges in Rural Distribution. **07**
- OR**
- Q.5 (a)** Write a Note on Public Distribution System **07**
- (b)** What is Rural Communication Process? Discuss Factors affecting Rural Communication. **07**
