

GUJARAT TECHNOLOGICAL UNIVERSITY
M.B.A -IIIrd SEMESTER-EXAMINATION – MAY/JUNE- 2012

Subject code: 839903**Date: 04/06/2012****Subject Name: Rural Marketing****Time: 02:30 pm – 05:30 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) Discuss the social environment of rural in terms of understanding the rural economy. **07**
 (b) Discuss how rural marketing is differ from urban marketing. **07**
- Q.2** (a) Discuss the factors which influence rural consumers during purchase of a product. **07**
 (b) Discuss the challenges associated with rural marketing research. **07**
- OR**
- (b) Discuss the data collection approaches in rural areas during conducting marketing research. **07**
- Q.3** (a) Discuss the benefits of market segmentation in rural marketing. **07**
 (b) Discuss the significance of product strategy in rural marketing. **07**
- OR**
- Q.3** (a) Discuss the approaches for segmenting the rural market in India. **07**
 (b) Discuss the type of product strategies in rural marketing. **07**
- Q.4** (a) Discuss the pricing strategies in rural versus urban marketing. Give suitable example. **07**
 (b) Discuss the awareness and motivation challenges in relation to promotions in rural marketing. **07**
- OR**
- Q.4** (a) Discuss the pricing strategies for the value conscious segment in rural marketing. **07**
 (b) Discuss the communication medias used for promotions in rural marketing. **07**
- Q.5** (a) Discuss the challenges associated with distribution in rural marketing. **07**
 (b) Discuss the reasons for need of innovations in rural markets. Give suitable example. **07**
- OR**
- Q.5** (a) Discuss indirect distribution modes in rural marketing. **07**
 (b) Discuss the principles of innovations for rural market. **07**
