

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Semester –III Examination Dec. - 2011

Subject code: 2830701**Date: 20/12/2011****Subject Name: Rural Marketing****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? Explain the evolution of Rural Marketing over a period of time in India. **07**
- (b)** Explain the term Rural Marketing and Urban Marketing. Discuss various factors differentiating Rural Marketing from Urban Marketing. **07**
- Q.2 (a)** What challenges exist for organizations that are operating in the rural market or for those who are contemplating to enter it? **07**
- (b)** Discuss various factors which influence rural consumers during purchase of a product. **07**
- OR**
- (b)** Discuss the role of Opinion Leaders in the decision making process of a rural consumer. **07**
- Q.3 (a)** What are the limitations and challenges in Rural Marketing Research? **07**
- (b)** Discuss various Research Tools for Rural Market. **07**
- OR**
- Q.3 (a)** Analyze and discuss the profile of Rural Consumers. **07**
- (b)** Chalk out the evolution of Rural Marketing Research in India. **07**
- Q.4 (a)** Explain the term “Product Life Cycle” and discuss some of the Marketing Strategies that can be employed during the growth stage in the Rural Market. **07**
- (b)** Why Distribution has significant role in product offerings in Rural Market? Which are the Distribution Strategies marketers must consider for distribution in Rural Market? **07**
- OR**
- Q.4 (a)** Why pricing policies are very important for the Rural Market? Discuss various Pricing Strategies for Rural Market. **07**
- (b)** What is Brand Building? Discuss various approaches employed by different organizations to successfully build their brand in the rural market. **07**
- Q.5 (a)** Discuss various strategies for Rural Retail Channel Management. **07**
- (b)** List out and discuss different events and outdoor media options that can be used for Rural Communication? **07**
- OR**
- Q.5 (a)** How important Public Distribution System (PDS) is for distributing essential commodities in the Rural Market? **07**
- (b)** What is the role of Innovation in Rural markets? **07**
