

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-III • EXAMINATION – SUMMER • 2015

Subject Code: 839903

Date: 03-06-2015

Subject Name: Rural Marketing

Time: 14:30 pm – 17:30 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) Explain the developments in communication facilities in rural areas with special focus on (i) telephone, (ii) postal services (iii) internet services **07**
- (b) Discuss in detail the differences between rural and urban marketing? Suggest some promotional strategies for the companies to attract the rural consumers? **07**

- Q.2** (a) Discuss the various rural pull factors which influence the decision of a company to go rural in India? **07**
- (b) “Rural consumers are brand loyal” Evaluate the statement and examine the innovation adoptability of rural consumers? **07**

OR

- (b) Explain how Indian marketers are differentiating their products based on personality variables? **07**

- Q.3** (a) Explain the various steps in designing a communication strategy? **07**
- (b) Discuss the role of retailers in rural market with respect to distribution, promotion, selling and fostering consumer relationships? **07**

OR

- Q.3** (a) Explain the product life cycle and list the strategies useful at each stage in case of the products meant for a rural consumer? **07**
- (b) What do you mean by Participatory action research? Explain in detail the various methods of participatory research? **07**

- Q.4** (a) What is segmentation? Explain in brief the behavioral and psychographic segmentation? **07**
- (b) What are the various characteristics of the buyer that affects the buying process? Discuss the influence of the socio-cultural factors on the decision making process of a rural consumer **07**

OR

- Q.4** (a) What are the various bases which a company adopts when marketers faces pricing problems? Explain in detail the various pricing methods which fall under the promotional pricing techniques? **07**

- Q.4** (b) Discuss the awareness and motivation challenges faced by the marketers when going for promotions in rural market? **07**

Q.5 (a) Explain in detail the role played by IMC in the purchase decision process? **07**

(b) Innovating a new distribution network for rural market is the need of the today's marketer? Explain two unconventional distribution channel which are recently innovated by the marketer to reach the rural customer **07**

OR

Q.5 (a) Explain the Product innovation strategies and Customer value strategies for rural markets? **07**

(b) Discuss the various factors which support the companies for their successful operations in rural markets? **07**
