

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-III • EXAMINATION – WINTER 2013

Subject Code: 2830701

Date: 19-12-2013

Subject Name: Rural Marketing (RM)

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)** Discuss the factors that have made the rural markets attractive in India. **07**
(b) Explain the rural buying decision process. **07**

- Q.2 (a)** Explain the various problems that inhibit the successful operations of companies in rural areas. **07**
(b) Examine in detail the Economic factors that influence the decision making process of a rural consumer. **07**

OR

- (b)** Explain in brief the different roles played by a retailer in the rural market. **07**

- Q.3 (a)** Explain the importance of haats, melas and fairs in rural marketing. Discuss how marketers use these to market their products in rural markets. **07**
(b) Explain briefly the differences between Rural and Urban marketing research. **07**

OR

- Q.3 (a)** Explain the differences between urban and rural marketing. **07**
(b) Why do fake products thrive in the rural markets? What can the company do to fight fake products in the rural markets? **07**

- Q.4 (a)** Explain in detail the product innovation strategies used by marketers in the rural markets. Give suitable examples. **07**
(b) Discuss the methods adopted by marketers to price their products to the value conscious rural segment. **07**

OR

- Q.4 (a)** Examine the arguments for and against branding of products for rural markets of India. **07**

- Q.4 (b)** Critically examine the Hub and Spoke model of distribution for rural markets. **07**

- Q.5 (a)** Discuss in brief the direct marketing approaches used in rural areas. **07**
(b) What are the different savings and investment opportunities available to the Indian Rural customer? Explain the various strategies being adopted by banks to tap the rural customer? **07**

OR

- Q.5 (a)** You are the marketing manager of a company which is launching a new brand of bath soap. What unconventional channel members would you use to market your product? Justify your choice of the channel member. **07**

- (b)** Write short notes on any two : **07**
1. Brand Loyalty in rural markets
 2. Role of NABARD in rural economy.
 3. Packaging for rural markets.
