

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA INTEGRATED/MAM - SEMESTER– IX EXAMINATION – SUMMER 2021****Subject Code: 4190522****Date: 04/08/2021****Subject Name: Rural Marketing****Time: 02:30 PM TO 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) Distinguish between Urban Consumer and Rural Consumer. **07**
(b) What is Distribution? Explain the challenges faced by marketers in distributing their products in Rural Market. **07**
- Q.2** (a) Explain the rural market with its suitable characteristics. **07**
(b) What is APMC? How it works for farmers and what are major roles of it in rural market? **07**
- OR**
- (b) Discuss the major factors affecting the buying behaviour of rural consumer. **07**
- Q.3** (a) Explain the advantages of RuMIS to rural consumer and marketer. **07**
(b) What are the challenges faced by Rural marketers during the Covid-19 Lockdown? **07**
- OR**
- Q.3** (a) Discuss the Rural Consumer Buying Process in context to Rural India. **07**
(b) Discuss the major basis for Product Differentiation in Rural Market. **07**
- Q.4** (a) Discuss the Role of MGNarega for the development of Rural India. **07**
(b) Discuss the steps involved in Rural Marketing Research Process. **07**
- OR**
- Q.4** (a) What is Rural Marketing Mix? Explain 4 A's of Rural Marketing Mix. **07**
(b) What is Contract farming? How it works in Rural India? **07**
- Q.5** (a) Discuss the importance of the role of Government in promoting Rural Market. **07**
(b) Explain various external environmental factors affecting rural market. **07**
- OR**
- Q.5** (a) What is Cooperative Marketing? Discuss the objectives of Cooperative Marketing. **07**
(b) Discuss the various branding strategies to be adopted for Rural Marketing. **07**
