

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA Integrated - SEMESTER– IX EXAMINATION – SUMMER 2022****Subject Code: 2597112****Date: 06/06/2022****Subject Name: Rural and Agricultural 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) Explain the Social and Cultural aspects of rural environment in India **07**
(b) Define Agriculture marketing .And suggest improvement in present practices. **07**
- Q.2** (a) What are the different models of consumer behavior? **07**
(b) Explain the principles and importance of Participatory rural appraisal. **07**
- OR**
- (b) Describe the various role of Government Provisions in growth of rural economic structure. **07**
- Q.3** (a) Explain the importance of branding and packaging of product for rural marketing. **07**
(b) Write a short note on 4 A's of rural marketing **07**
- OR**
- Q.3** (a) Define the meaning, scope and objectives of agriculture marketing **07**
(b) Explain the basis for segmentation in rural marketing. **07**
- Q.4** (a) Explain the factor affecting pricing in rural market **07**
(b) Discuss the importance of after sales services in rural marketing. **07**
- OR**
- Q.4** (a) Define the role of various finance and credit service in rural economy. **07**
(b) Explain the rural retail environment in detail. **07**
- Q.5** (a) Write a short note on MICA rural marketing rating. **07**
(b) Explain the various scaling tools used for quantitative research in rural markets. **07**
- OR**
- Q.5** (a) Explain the Food processing and manufacturing. **07**
(b) Write a short note on Crop insurance. **07**
