

GUJARAT TECHNOLOGICAL UNIVERSITY
MAM - SEMESTER– IX EXAMINATION – SUMMER 2022

Subject Code: 4190522**Date: 03/06/2022****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) Discuss four 'A's of Rural Marketing. **07**
(b) What is consumer behavior? Discuss the major factors affecting rural consumer. **07**
- Q.2** (a) What is Branding? Discuss the prevailing branding strategies for rural marketing. **07**
(b) How contract farming works in India? - Discuss. **07**
- OR**
- (b) Define Rural market and discuss the major features of rural market in India **07**
- Q.3** (a) Discuss the various bases for product differentiation used by the rural marketers. **07**
(b) How rural consumers are different than urban consumer? Discuss with points of differences. **07**
- OR**
- Q.3** (a) Write a note on 'Co-operative societies'. **07**
(b) Discuss the consumer buying process in context to rural consumer. **07**
- Q.4** (a) Who are the opinion leaders? Discuss their roles in Rural marketing. **07**
(b) What is Public Distribution system and how it works in rural area? **07**
- OR**
- Q.4** (a) Discuss the major challenges face by rural marketers. **07**
(b) What is APMC? Discuss the role of APMC in rural market. **07**
- Q.5** (a) How government play major role in promoting rural products across the globe? **07**
(b) Discuss the rural marketing research process in detail. **07**
- OR**
- Q.5** (a) Discuss the product life cycle with suitable example. **07**
(b) Discuss the Role of MGNarega for the development of Rural India. **07**
