

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA INTEGRATED– SEMESTER - IX EXAMINATION- SUMMER-2023

Subject Code: 2597112**Date: 20/06/2023****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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** (a) Define rural markets and urban markets. Explain key differences or rural and urban markets. **07**
- (b) What is rural environment? Explain various facets of rural environment with proper examples. **07**
- Q.2** (a) What is segmentation? Explain various pre-requisites for effective segmentation. **07**
- (b) Discuss the rural marketing mix with necessary examples. **07**
- OR**
- (b) What are the various savings and investment opportunities available to the Rural customers of India? **07**
- Q.3** (a) Write short note on 4 A's of Rural marketing with necessary examples. **07**
- (b) What is Agricultural marketing? Explain objectives of agricultural marketing with necessary examples. **07**
- OR**
- Q.3** (a) A leading FMCG company wants to enter in to rural market for their various products. Being a Vice president guide your subordinates to identify various factors which affects consumer buying behaviour. **07**
- (b) For successful penetration in rural market, infrastructure development is necessary. Justify the statement with necessary examples. **07**
- Q.4** (a) Explain various bases of segmenting rural markets with necessary examples. **07**
- (b) Define Cooperative societies. Explain various functions of cooperative societies. **07**
- OR**
- Q.4** (a) You are manufactures of washing powder and detergent cake. What are the various types of steps you would follow to create a sales promotion program for rural markets for various ranges of washing powder and detergent cake. **07**
- (b) Rural consumers' are price conscious rather than quality: Do you agree with the statement or not. Justify your answer with necessary examples. **07**
- Q.5** (a) Define agricultural inputs. Explain various types of agro inputs with necessary examples. **07**
- (b) Explain pricing strategies adopted for consumer durable companies for rural markets. **07**
- OR**
- Q.5** (a) A consumer durable company wants to enter in to rural markets. As an expert help the company for conducting marketing research. **07**
- (b) Define packaging and labelling? Packaging and labelling do not play an important role in rural people's buying behaviour: Do you agree with the statement or not. Justify your answer with necessary examples. **07**