

GUJARAT TECHNOLOGICAL UNIVERSITY**B.VOC - SEMESTER- IV EXAMINATION – SUMMER 2024****Subject Code: 1142202****Date:17-05-2024****Subject Name: Rural Marketing****Time:10:30 AM TO 12:30 PM****Total Marks:50****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Simple and non-programmable scientific calculators are allowed.

	Marks
Q.1 (a) Write a short note on 4 A's of rural marketing.	05
(b) Define rural market and Explain Importance of Rural Marketing.	05
Q.2 (a) How Rural Market is differing from Urban Market? Discuss.	05
(b) Explain the evolution of rural marketing in India.	05
OR	
(b) Explain the Social and Cultural aspects of rural environment in India	05
Q.3 (a) Explain various posing strategy of rural marketing with suitable examples	05
(b) Describe the various role of Government Provisions in growth of rural economic structure.	05
OR	
Q.3 (a) Explain the concept and process of Selecting and Attracting Rural Market	05
(b) Explain the role of various financial services in rural market	05
Q.4 (a) What is segmentation? Explain in detail the demographic Segmentation in rural marketing?	05
(b) Describe briefly marketing strategy used in rural market for the distribution of consumer goods (FMCG product)	05
OR	
Q.4 (a) What would be the implications of the 'Changing Rural Income Pyramid' on marketers?	05
(b) Explain briefly consumer psychology	05
Q.5 (a) What are agricultural inputs? Explain types of agro inputs.	05
(b) Discuss the importance of haats and melas in rural marketing	05
OR	
Q.5 (a) Discuss the Rural Environment in India.	05
(b) Explain price Strategy used by company in rural area.	05
