

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA INTEGRATED-SEMESTER- IX-EXAMINATION- SUMMER-2024**

**Subject Code: 2597112****Date: 04/05/2024****Subject Name: Rural and Agricultural Marketing****Time: 02:30 PM TO 5:30 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) Discuss Evolution of Rural marketing in India post-independence era. What are the key growth drivers of Rural Markets in India? **7**
- (b) Analyze rural market environment on STEEPLED Framework (Social, Technological, Environmental, Economical, Political , Legal , Ethical and Demographical factors) **7**
- Q.2** (a) Define E commerce, it's functions – significance and scope in India retail business. **07**
- (b) Differentiate between farm and non-farm sector rural economy with proper examples. **07**
- OR**
- (b) What are the key essentials in Rural Infrastructure and what role government needs to play in it's development? **07**
- Q.3** (a) What is SEC and NCCS classification of Indian House hold and how it helps in Rural markets developments? **07**
- (b) Briefly explain Role of 4 "A"s in rural marketing with proper examples. **07**
- OR**
- Q.3** (a) What are the communalities and differences among urban buying behaviour and rural buying behaviour? **07**
- (b) Briefly explain consumer buying behavior process with examples. **07**
- Q.4** (a) Briefly explain Product adoption and Diffusion of innovation with examples. **07**
- (b) Explain role and importance of market research in Rural Marketing, Which scaling and quantitative tools can be useful for rural market research? **07**
- OR**
- Q.4** (a) Define Agricultural marketing, it's scope and objectives. **07**
- (b) What are important communication strategies in Rural marketing ? Which communication channels you find the most suitable in rural marketing planning? **07**
- Q 5** (a) Discuss various pricing strategies for rural market products. How pricing will be different for governed products from routine products ? **07**

- (b) Briefly explain Haats, Vans , Cooperative societies and NGOs with one example of each. **07**

**OR**

- Q 5** (a) Briefly explain term Micro Finance and it's role – List down and explain various types of insurances can be availed in Rural Business. **07**
- (b) Diagrammatically explain Rural Market channels and channel members and also explain their roles and responsibilities. **07**

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