

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

Subject Code: 4190522

Date: 02/05/2024

Subject Name: Rural 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) What is Rural Marketing and Discuss how the Rural Market evolved in India? **07**
(b) Write a detailed Note on Contract Farming. **07**
- Q.2** (a) Who is Rural Consumer? Discuss the Consumer Buying Process in context to Rural market. **07**
(b) Discuss the product life cycle in Rural Market with its Advantages. **07**
- OR**
- (b) What is consumer behavior? Explain the Factors affecting to the consumer behavior? **07**
- Q.3** (a) Who are the Opinion Leaders? Why Opinion Leaders are important in Rural Market? **07**
(b) Define the Rural marketing. Discuss the challenges of Rural Marketing. **07**
- OR**
- Q.3** (a) Discuss the process of Rural market research in detail. **07**
(b) What is Rural Area? Discuss the Four 'A' of Rural Marketing. **07**
- Q.4** (a) Discuss the various pricing strategies adopted by the Rural Marketers. **07**
(b) Write a detailed note on 'Public Distribution System'. **07**
- OR**
- Q.4** (a) What is Rural Communication Process? Explain the factors hindering rural communication process. **07**
(b) Define Rural and Urban Market and discuss the various bases of differences between Rural and Urban Market. **07**
- Q.5** (a) Discuss the various sources of information in Rural market. **07**
(b) What is Segmentation? Discuss the various bases of Rural market Segmentation. **07**
- OR**
- Q.5** (a) Define APMC. Discuss the role of APMC in Rural marketing. **07**
(b) What is Cooperative Marketing? Discuss the main objectives of Cooperative Marketing. **07**