

GUJARAT TECHNOLOGICAL UNIVERSITY

B.VOC- SEMESTER-IV EXAMINATION – SUMMER 2025

Subject Code:1142202

Date:13-05-2025

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.

- Q.1** (a) What Do You Mean By Rural Market? Discuss The Features Of It. **05**
(b) Discuss The Rural Marketing & Scope For Rural Marketing. **05**
- Q.2** (a) Difference Between Rural Marketing Vs. Urban Marketing. **05**
(b) Discuss The Challenges For Rural Marketing In India. **05**
- OR**
- (b) Why Rural Marketing is Important for the Customer & Company? **05**
- Q.3** (a) Discuss the Rural Marketing Environment. **05**
(b) What do you mean by Rural Consumer Behavior? Discuss the Factors Affecting Consumer Behavior. **05**
- OR**
- Q.3** (a) Discuss the Importance to study the Rural Consumer Behavior. **05**
(b) What do you mean by Rural Market Segmentation? Why it is important? **05**
- Q.4** (a) Discuss the Bases for Rural Market Segmentation. **05**
(b) What do you mean by Rural Target Market? Discuss with Example. **05**
- OR**
- Q.4** (a) What do you mean by Positioning? Discuss with example of any product in Rural area. **05**
(b) Discuss the 4Ps with reference to Rural Marketing in short. **05**
- Q.5** (a) If you are a Manager of XYZ Agricultural Tools, Design your own Marketing Plan with respect to Rural Area. **05**
(b) Is Digital Marketing is Effective in Rural Area? Share your views. **05**
- OR**
- Q.5** (a) Design the Marketing Plan for Any Bank for Rural Area. **05**
(b) Design the Marketing Plan for Any Hospital for Rural Area **05**
