

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA INTEGRATED-SEMESTER-IX-EXAMINATION-SUMMER-2025

Subject Code: 2597112**Date: 12/05/2025****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) Explain the Demographic and Cultural aspect of rural environment in India **07**
 (b) Explain the evolution of rural marketing in India. **07**
- Q.2** (a) Explain various factors affecting rural consumer behavior. **07**
 (b) Write a detail note on 4 A's of rural marketing. **07**
 OR
 (b) Explain the various scaling tools used for quantitative research in rural markets. **07**
- Q.3** (a) Explain the principles and importance of Participatory rural appraisal **07**
 (b) Explain various stages of rural marketing research process in detail with suitable example. **07**
 OR
- Q.3** (a) Define the role of various finance and credit services in rural economy. **07**
 (b) A leading FMCG company wants to introduce a new product in rural markets. Being a marketing expert, how will you design product, place, promotion and pricing strategies for the same. **07**
- Q.4** (a) Explain branding and packaging of products **07**
 (b) Explain classification of products with suitable examples. **07**
 OR
- Q.4** (a) What is social entrepreneurship? Which type of opportunities is available to social entrepreneurship for rural and agricultural markets? **07**
 (b) Discuss the importance of after sales services in rural marketing **07**
- Q.5** (a) Write a short note on sales promotion in rural market
 (b) Explain Food processing and manufacturing
 OR
 (a) Write a short note on MICA rural marketing rating. **07**
 (b) Rural people do not give importance to packaging and labeling" – Do you agree with the statement or not. Justify your answer with suitable examples. **07**
