

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA(AM) - SEMESTER- IX EXAMINATION – WINTER 2019****Subject Code: 4190522****Date: 15/11/2019****Subject Name: Rural Marketing****Time: 10:30AM to 01:30PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Explain the different phases of Rural Marketing. **07**
(b) Write a note on Product Life Cycle with an example of Tractor product. **07**
- Q.2** (a) Explain the Nature of Rural Market. Define the size and growth of Rural Markets in India. **07**
(b) What is consumer behavior? Explain the Factors which are affecting to the consumer behavior? **07**
- OR**
- (b) Explain the steps of consumer buying process. **07**
- Q.3** (a) Define the Rural Marketing. Explain the Problems Faced in Rural Marketing. **07**
(b) Explain How Rural Marketing differs from Urban Marketing? **07**
- OR**
- Q.3** (a) Explain various sources of information for rural market study. **07**
(b) Define the stages of marketing research process. **07**
- Q.4** (a) Define the Opinion Leaders. Explain the role of opinion leader in rural marketing. **07**
(b) Explain the Rural Marketing Mix. **07**
- OR**
- Q.4** (a) Define the Semiotics. Explain the Role if Semiotics in Marketing. **07**
(b) Write a note on Contact Farming. **07**
- Q.5** (a) Explain the Distribution Strategies for Rural Market in Indian Perspective. **07**
(b) Explain the Characteristics of Rural Consumer. **07**
- OR**
- Q.5** (a) Explain various external environments that affect the rural market. **07**
(b) Write a note on Marketing Information System for Rural markets. **07**
