

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

## GUJARAT TECHNOLOGICAL UNIVERSITY

MBA(INTEGRATED)- SEMESTER- IX EXAMINATION – WINTER 2020

Subject Code:4190522

Date:02/01/2021

Subject Name:Rural Marketing

Time:10:30 AM to 12:30 AM

Total Marks: 47

### Instructions:

1. Attempt any THREE questions from Q1 to Q6.
2. Q7 is compulsory.
3. Make suitable assumptions wherever necessary.
4. Figures to the right indicate full marks.

- Q.1 (A)** Define Rural Marketing, explain the various transformations the Rural markets are witnessing in the changing marketing scenario. **07**
- (B)** The Indian government is looking at growth of the rural markets and in order to boost the rural economy, has implemented various policies and schemes, explain a few of them and their implications. **07**
- Q.2 (A)** Explain the importance of MIS in rural markets, what are the various indicators considered for rural marketing index. **07**
- (B)** “Many marketers feel that rural markets are similar to urban markets and implement similar strategies in rural areas” Do you justify this? Give reasons. **07**
- Q.3 (A)** Is positioning of consumable goods a good marketing strategy? Comment. **07**
- (B)** Explain Product life cycle advantage in rural market **07**
- Q.4 (A)** Explain the various strategies used by marketing companies in marketing consumables in rural areas. **07**
- (B)** Explain the product strategy adopted by marketers in rural markets. **07**
- Q.5 (A)** What are the key behavioral dimensions that must be considered while planning rural distribution strategy? Explain with respect to: **07**
- (a) Economy range of detergents
- (b) Cold drinks
- (B)** Write a detailed note on Micro-marketing **07**
- Q.6 (A)** Many marketers feel that rural consumers are price-sensitive and not brand-conscious. Discuss. **07**
- (B)** Explain the significance of pricing in rural markets **07**
- Q.7 (A)** Do the farmers need loans? Explain the main functions of NABARD **05**

**OR**

**Q.7 (A)** Looking at the profile of the rural consumers in India today, what are the key challenges posed for Indian marketers in the rural market segments? Discuss with reference to an FMCG product and a consumer durable product of your choice. **05**