

**GUJARAT TECHNOLOGICAL UNIVERSITY****MBA Integrated - SEMESTER– IX EXAMINATION – WINTER 2021****Subject Code: 2597112****Date: 25/11/2021****Subject Name: Rural and Agricultural Marketing****Time: 10:30 AM to 01:30 PM****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 evolution of rural marketing in India. **07**  
(b) Define Agriculture Marketing. Explain the objectives of Agriculture Marketing. **07**
- Q.2** (a) Explain briefly the rural marketing research process. **07**  
(b) Explain the factors affecting rural consumer behavior. **07**
- OR**
- Q.2** (b) Describe briefly the various distribution models used in rural market for the distribution of FMCG and Consumer durables. **07**
- Q.3** (a) Write a short note on 4 A's of rural marketing. **07**  
(b) Explain branding and packaging of products. **07**
- OR**
- Q.3** (a) What are agricultural inputs? Explain the types of agro inputs. **07**  
(b) Explain briefly consumer psychology and pricing. **07**
- Q.4** (a) Explain the price setting strategies in rural market. **07**  
(b) Write a short note on classification of products with suitable examples. **07**
- OR**
- Q.4** (a) Describe the channel behaviour in rural areas **07**  
(b) Explain the role of various financial services in rural market. **07**
- Q.5** (a) Explain the various scaling tools used for quantitative research in rural markets. **07**  
(b) Write a short note on Social entrepreneurship. **07**
- OR**
- Q.5** (a) Write a short note on sales promotion in rural market. **07**  
(b) Explain the Thompson Rural market Index. **07**

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