

GUJARAT TECHNOLOGICAL UNIVERSITY**MAM - SEMESTER– IX EXAMINATION – WINTER 2021****Subject Code: 4190522****Date: 24/11/2021****Subject Name: Rural 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) Define the term “Rural Marketing” and discuss about the evolution of rural marketing in India. **07**
(b) Discuss in detail the characteristics of rural market. **07**
- Q.2** (a) Discuss in detail the difference between rural marketing and urban marketing. **07**
(b) “Rural consumer is brand loyal.” Discuss the statement using an example and examine the innovation adoptability of rural consumers. **07**
- OR**
- (b) Discuss in detail the characteristics of the buyer that affects buying process. **07**
- Q.3** (a) Write a detailed note on contract farming. **07**
(b) Discuss in detail the significance and sources of information for making decision in rural market. **07**
- OR**
- Q.3** (a) Explain the difference between rural and urban marketing research. Discuss the Do’s and Don’ts in the rural market research. **07**
(b) Discuss the relevance of marketing mix with reference to 4 A’s and why is it necessary for rural market? Justify **07**
- Q.4** (a) Discuss the communication challenges in promoting products in rural market. **07**
(b) Discuss rural distribution network with reference to HUL and Balaji. **07**
- OR**
- Q.4** (a) Write a note on rural packaging and differentiate it with urban packaging. **07**
(b) Discuss the different pricing strategies adopted by the firms for different rural market segments. **07**
- Q.5** (a) Discuss STP strategies in rural marketing. **07**
(b) Discuss in detail the problems of rural marketing in India. **07**
- OR**
- Q.5** (a) Marketers have shifted their focus from urban to rural market – why? Discuss opportunities and challenges in rural market in India. **07**
(b) Discuss in detail about product differentiation and branding strategies for rural market. **07**
