

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA Integrated - SEMESTER– IX EXAMINATION – WINTER 2022****Subject Code: 2597112****Date: 15/12/2022****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.
- 4.

- Q.1** (a) Write a short note on 4 A's of rural marketing. **07**
 (b) Define rural market. Explain Rural environment in detail. **07**
- Q.2** (a) Rural consumer behavior is different from urban consumer behavior justify your answer with suitable example. **07**
 (b) What are agricultural inputs? Explain the types of agro inputs **07**
- OR**
- (b) Describe briefly the various distribution models used in rural market for the distribution of Tractor and consumer durable. **07**
- Q.3** (a) Explain Microfinance, credit services and agricultural credit **07**
 (b) Write a short note on opportunities in Food processing and manufacturing in rural area with suitable example. **07**
- OR**
- Q.3** (a) Explain briefly the rural marketing research process. **07**
 (b) Define cooperative societies. Explain various types/formats of cooperative societies available for rural markets. **07**
- Q.4** (a) What is social entrepreneurship? Which types of opportunities available to social entrepreneurship for rural and agricultural markets? **07**
 (b) What is rural marketing environment? Explain various rural environment factors with consideration to FMCG products **07**
- OR**
- Q.4** (a) Explain various bases of segmentation of rural markets with practical examples. **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.5** (a) Explain the Thompson Rural market Index and MICA Rural Market Ratings **07**
 (b) Explain the factors affecting rural consumer behavior. **07**
- OR**
- Q.5** (a) "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**
 (b) Write a Short Note on Contract farming **07**
