

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Integrated– SEMESTER –IX-EXAMINATION – WINTER-2023

Subject Code:2597112**Date: 08-12-2023****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. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** (a) Write a short note on 4 A's of rural marketing. **07**
(b) What were the three major changes in rural infrastructure in recent years? **07**
What opportunities will they provide to rural markets, and how?

- Q.2** (a) What is rural marketing environment? Explain various rural environment **07**
factors with consideration to consumer products.
(b) What are the different models of consumer behavior? **07**

OR

- (b) What are agricultural inputs? Explain the types of agro inputs. **07**
- Q.3** (a) Define packaging and labelling? Packaging and labelling do not play an **07**
important role in rural people's buying behaviour: Do you agree with the
statement or not. Justify your answer with necessary examples.
(b) Explain briefly the rural marketing research process. **07**

OR

- Q.3** (a) Consider the mobile handset market in rural India. On what bases would you **07**
classify this market and why? How do you think the rural marketers in this
industry would benefit from your segmentation scheme?
(b) Explain the factor affecting pricing in rural market. **07**

- Q.4** (a) Explain the various scaling tools used for quantitative research in rural **07**
markets.
(b) Evaluate various distribution models of financial services in terms of **07**
sustainability and scalability. Also suggest a new distribution model that
marketers can profitably use in the near future.

OR

- Q.4** (a) Evaluate various healthcare initiatives in rural India and develop a SWOT framework. **07**
- (b) Critically examine the communication strategy of a national and regional player in the durables category in rural markets. **07**
- Q.5** (a) Write a short note on MICA rural marketing rating. **07**
- (b) Define cooperative societies. Explain various types/formats of cooperative societies available for rural markets. **07**

OR

- Q.5** (a) Explain Microfinance, credit services and agricultural credit. **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**
