GUJARAT TECHNOLOGICAL UNIVERSITY
B.VOC - SEMESTER–IV EXAMINATION – WINTER 2025

Subject Code:1142202   **Date:14-11-2025**

Subject Name: Rural Marketing

Time:02:30 PM TO 04:30 PM   **Total Marks:50**

Instructions:
1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**
4. **Simple and non-programmable scientific calculators are allowed.**

Q – 1 (A)	What is Rural Marketing? Outline the scope of Rural Marketing in India.	**05**
Q – 1 (B)	"Rural marketing can make a significant contribution to the development of nation." Do you agree? Why?	**05**
Q – 2 (A)	Explain the challenges of rural marketing in the Indian context.	**05**
Q – 2 (B)	Differentiate Rural and Urban Marketing.	**05**
	OR	
Q – 2 (B)	What role does rural marketing play in driving economic growth? Explain.	**05**
Q – 3 (A)	Write a note on demographic and social environment of rural market.	**05**
Q – 3 (B)	What specific governmental provisions and schemes are aimed at driving rural economic growth in India?	**05**
	OR	
Q – 3 (A)	Discuss the cultural and social factors affecting rural consumer behavior.	**05**
Q – 3 (B)	Describe the personal and psychological factors affecting rural consumer behavior.	**05**
Q – 4 (A)	Explain demographic segmentation of rural market in detail.	**05**
Q – 4 (B)	What criteria do companies use to evaluate the attractiveness of different rural market segments?	**05**
	OR	
Q – 4 (A)	Explain psychographic segmentation of rural market in detail.	**05**
Q – 4 (B)	What strategies can businesses employ to position their products effectively in rural markets?	**05**
Q – 5 (A)	Discuss the 4 P's of rural marketing.	**05**
Q – 5 (B)	What are the challenges of marketing industrial products in rural market?	**05**
	OR	
Q – 5 (A)	What are the opportunities and challenges in marketing banking services to rural consumers?	**05**
Q – 5 (B)	Explain Agriculture Marketing Strategies in Rural India.	**05**

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