

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA INTEGRATED - SEMESTER - IX EXAMINATION - WINTER 2025

Subject Code: 2597112

Date: 18-11-2025

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) What is agricultural marketing? Explain the objectives of agriculture marketing. 07**
(b) What is rural marketing environment? Explain factors of rural marketing environment. 07
- Q.2 (a) Explain rural consumer buying decision process. 07**
(b) What are the different models of consumer behaviour? 07
- OR**
- (b) What are the factors affecting the rural consumer behaviour? 07**
- Q.3 (a) What are agricultural inputs? Explain the types of agro inputs 07**
(b) Write a short note on 4 A's of rural marketing 07
- OR**
- Q.3 (a) Explain the basis for segmentation in rural marketing 07**
(b) Explain the rural marketing research process. 07
- Q.4 (a) Explain various functions of cooperative societies. 07**
(b) Explain communication strategy in rural marketing. 07
- OR**
- Q.4 (a) Evaluate various distribution models of financial services in terms of sustainability and scalability in rural area. 07**
(b) Write a short note on social entrepreneurship. 07
- Q.5 (a) What is contract farming? Explain Contract farming in detail. 07**
(b) Explain the Food processing and manufacturing 07
- OR**
- Q.5 (a) Write a short note on corporate initiatives in rural and agricultural markets. 07**
(b) Explain microfinance, credit services and agricultural credit. 07
