

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Semester –III Examination Dec. - 2011

Subject code: 2830701

Date: 20/12/2011

Subject Name: Rural Marketing

Time: 10.30 am – 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 Rural Marketing? Explain the evolution of Rural Marketing over a period of time in India. **07**
(b) Explain the term Rural Marketing and Urban Marketing. Discuss various factors differentiating Rural Marketing from Urban Marketing. **07**

- Q.2** (a) What challenges exist for organizations that are operating in the rural market or for those who are contemplating to enter it? **07**
(b) Discuss various factors which influence rural consumers during purchase of a product. **07**

OR

- (b) Discuss the role of Opinion Leaders in the decision making process of a rural consumer. **07**

- Q.3** (a) What are the limitations and challenges in Rural Marketing Research? **07**
(b) Discuss various Research Tools for Rural Market. **07**

OR

- Q.3** (a) Analyze and discuss the profile of Rural Consumers. **07**
(b) Chalk out the evolution of Rural Marketing Research in India. **07**

- Q.4** (a) Explain the term “Product Life Cycle” and discuss some of the Marketing Strategies that can be employed during the growth stage in the Rural Market. **07**
(b) Why Distribution has significant role in product offerings in Rural Market? Which are the Distribution Strategies marketers must consider for distribution in Rural Market? **07**

OR

- Q.4** (a) Why pricing policies are very important for the Rural Market? Discuss various Pricing Strategies for Rural Market. **07**
(b) What is Brand Building? Discuss various approaches employed by different organizations to successfully build their brand in the rural market. **07**

- Q.5** (a) Discuss various strategies for Rural Retail Channel Management. **07**
(b) List out and discuss different events and outdoor media options that can be used for Rural Communication? **07**

OR

- Q.5** (a) How important Public Distribution System (PDS) is for distributing essential commodities in the Rural Market? **07**
(b) What is the role of Innovation in Rural markets? **07**
