

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA. Sem-III Regular Examination January 2011

Subject code: 839903

Subject Name: Rural Marketing

Date: 10 /01 /2011

Time: 10.30 am – 01.00 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 market and explain Rural market structure. **07**
(b) Discuss the Rural Economy of india. **07**
- Q.2** (a) Explain different factors affecting Rural consumer behavior. **07**
(b) Explain the opinion leadership's influence on Rural consumer behaviour. **07**
- OR**
- (b) Discuss the key decision areas that require careful consideration of researchers to Rural market reasearch. **07**
- Q.3** (a) Outline and explain different basis of segmenting the Rural Market. **07**
(b) Describe the strategies to build brand in Rural Market. **07**
- OR**
- Q.3** (a) Explain the different Rural marketing mix strategies that are appropriate at different stages of Product Life Cycle. **07**
(b) Describe various Rural marketing strategies. **07**
- Q.4** (a) Describe different challenges faced by Rural Marketer in communication. **07**
(b) Elaborate the objectives of Rural Market Pricing. **07**
- OR**
- Q.4** (a) What are the important elements required for developing effective message? **07**
(b) What kind of pricing strategies marketer can implement while entering in the Rural market? **07**
- Q.5** (a) Explain various distribution channels of Rural markets. **07**
(b) Write note on Public Distribution System (PDS) network. **07**
- OR**
- Q.5** (a) What are the main problems of Rural Marketing in India? **07**
(b) Discuss different innovations by corporate and government to bridge the gap between urban and rural markets. **07**
