

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA (AM) – SEMESTER – 9 • EXAMINATION – WINTER - 2016**

**Subject Code: 4190522**

**Date: 25/11/2016**

**Subject Name: Rural Marketing**

**Time: 10:30 am to 1:30 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) Narrate evolution of rural marketing in India after independence. 07  
(b) Define Rural area and explain four 'A' of rural marketing 07
- Q.2 (a) Explain various external environment that affects the rural market 07  
(b) Write a note on APMC 07
- OR**
- (b) Explain consumer buying model with an example of Tractor product. 07
- Q.3 (a) Explain the role of opinion leader in the rural consumer buying decision process 07  
(b) Write a detail note on rural marketing research process 07
- OR**
- Q.3 (a) Explain various sources of information for rural market study 07  
(b) write a note on contract farming 07
- Q.4 (a) Define the criteria to segment rural market on the basis of Behavior of consumer. 07  
(b) Explain the difference between brand loyalty and brand stickiness in rural market 07
- OR**
- Q.4 (a) Designing packaging for rural market is a challenge.- elaborate it with example 07  
(b) Write various points to be consider while Targeting rural segment 07
- Q.5 (a) Explain various rural market specific pricing strategy 07  
(b) Explain with diagram the rural distribution model 07
- OR**
- Q.5 (a) 'Availability' is a challenge and opportunity in rural market.- explain 07  
(b) Write a note of various problem faced by marketer in marketing in rural market 07

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