

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

M.B.A. Sem. – III - Examination –June- 2011

Subject code: 839903

Subject Name: Rural Marketing

Date:16/06/2011

Time: 02.30 pm – 05.30 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) Discuss nature and characteristics of rural markets. 07
(b) Discuss rural economy. 07

Q.2 (a) Discuss factors which influence rural consumers during purchase of a product. 07
(b) Discuss data collection tools for rural market. 07

OR

(b) Discuss data collection approaches in rural areas. 07

Q.3 (a) Discuss approaches for segmenting the rural market in India. 07
(b) Discuss marketing mix strategies in rural marketing. 07

OR

Q.3 (a) Discuss product strategy in rural marketing. 07
(b) Discuss contract farming. 07

Q.4 (a) How pricing strategies in rural market differ from urban market? 07
(b) How promotional strategies in rural market differ from urban market? 07

OR

Q.4 (a) Discuss pricing strategies in rural marketing. 07
(b) Discuss promotional strategies in rural marketing. 07

Q.5 (a) Discuss challenges in rural marketing. 07
(b) Discuss the reasons for need of innovation for rural market. 07

OR

Q.5 (a) Discuss opportunities in rural markets. 07
(b) Discuss principles of innovation for rural market. 07
