

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

Subject code: 839903**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 the term Rural Marketing and Explain Nature & Characteristics of the Rural Market. **07**

(b) Discuss about Evolution and Growth of Rural Sector in India. **07**

Q.2 (a) Which are the different approaches for segmenting the rural market of India? Explain any three in detail with relevant examples. **07**

(b) Explain the difference between Consumer Behaviour in Rural and Urban Markets. **07**

OR

(b) What are the Limitations and Challenges in Rural Marketing Research? **07**

Q.3 (a) Explain the different marketing strategies for Maturity Stage of the Product Life Cycle for Consumer Durable Industry in Rural Market. **07**

(b) Explain different approaches that have been employed by the different organizations, to successfully build their brand in the Rural Market? **07**

OR

Q.3 (a) Why Packaging has an important role to play in product offering in rural markets? **07**

(b) What do you mean by Regional Brands? What are the reasons for the success of Regional Brands? **07**

Q.4 (a) What do you mean by Rural Pricing Objectives? Which are the key issues in determining the price? **07**

(b) Which are the different Marketing Entry Strategies for achieving Rural Pricing Objectives? **07**

OR

Q.4 (a) Which are the conventional and non-conventional media available for promotion of products in Rural Market? **07**

(b) Explain the importance of two step flow of communication for rural market. **07**

Q.5 (a) What are the strategies to effectively manage the rural retail channel? **07**

(b) How important is the PDS (Public Distribution System) for distributing the essential commodities in the rural market in India? **07**

OR

Q.5 (a) What kind of problems marketers may encounter in setting up rural distribution network? **07**

(b) What do you understand by innovation in rural markets in terms of distribution? Explain any two unconventional channels of distribution which are initiated recently in this direction? **07**
