Seat No.:		Enrolment No		
		GUJARAT TECHNOLOGICAL UNIVERSITY MBA - SEMESTER-III • EXAMINATION – SUMMER • 2015		
•		le: 839903 Date: 03-06-2015 ne: Rural Marketing	Date: 03-06-2015	
Time: 14:30 pm – 17:30 pm Instructions:  1. Attempt all questions.		) pm – 17:30 pm Total Marks: 70	Total Marks: 70	
2.	Ma	are questions.  As suitable assumptions wherever necessary.  By the right indicate full marks.		
Q.1	(a)	Explain the developments in communication facilities in rural areas with	07	
	(b)	special focus on (i)telephone,(ii) postal services (iii) internet services Discuss in detail the differences between rural and urban marketing? Suggest some promotional strategies for the companies to attract the rural consumers?	07	
Q.2	(a)	Discuss the various rural pull factors which influence the decision of a company to go rural in India?	07	
	<b>(b)</b>	"Rural consumers are brand loyal" Evaluate the statement and examine the innovation adoptability of rural consumers?  OR	07	
	<b>(b)</b>	Explain how Indian marketers are differentiating their products based on personality variables?	07	
Q.3	(a)	Explain the various steps in designing a communication strategy?	07	
	<b>(b)</b>	Discuss the role of retailers in rural market with respect to distribution, promotion, selling and fostering consumer relationships?  OR	07	
Q.3	(a)	Explain the product life cycle and list the strategies useful at each stage in case of the products meant for a rural consumer?	07	
	<b>(b)</b>	1	07	
Q.4	(a)	What is segmentation? Explain in brief the behavioral and psychographic segmentation?	07	
	<b>(b)</b>	What are the various characteristics of the buyer that affects the buying process? Discuss the influence of the socio-cultural factors on the decision making process of a rural consumer  OR	07	

(a) What are the various bases which a company adopts when marketers 07

faces pricing problems? Explain in detail the various pricing methods

(b) Discuss the awareness and motivation challenges faced by the marketers 07

which fall under the promotional pricing techniques?

when going for promotions in rural market?

**Q.4** 

**Q.4** 

- Q.5 (a) Explain in detail the role played by IMC in the purchase decision 07 process?
  - (b) Innovating a new distribution network for rural market is the need of the today's marketer? Explain two unconventional distribution channel which are recently innovated by the marketer to reach the rural customer
- Q.5 (a) Explain the Product innovation strategies and Customer value strategies 07 for rural markets?
  - (b) Discuss the various factors which support the companies for their 07 successful operations in rural markets?

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