Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER - 3 • EXAMINATION - WINTER 2016

Sub	ject	Code:2830701 Date: 03/01/20	17
Tim	•	Name: Rural Marketing (RM) .30 PM TO 05.30 PM Total Marks:	70
mstr	1. 2. 3.		
Q.1	(a) (b)	Discuss the Rural Environment in India. If you want to start your business in rural area then which types of problem may occur in your Organization? Discuss.	07 07
Q.2	(a) (b)	Write note on "Rural Market Segmentation". Which is the Factors Contributing to the change the Rural Market? OR	07 07
	(b)	How Rural Consumer is differing from Urban Consumer? Discuss.	07
Q.3	(a) (b)	Explain the Buying decision process of rural consumer with example. To study Consumer Behavior is very important before starting the business in rural area. Why?	07 07
		OR	
Q.3	(a)	Discuss marketing information system for rural market and their source of	07
	(b)	Information. Which are the methods of direct marketing adopt by the companies in rural area?	07
Q.4	(a) (b)	Write note on "Contract Farming". Discuss various branding tools use in rural marketing. OR	07 07
Q.4	(a) (b)	Explain the importance of packaging in rural market for FMCG Company. Can you sight some innovative strategies for launching washing machines into Rural market?	07 07
Q.5	(a)	What specific recommendations would you have for a marketer of cellular/home Services, seeking to promote his services in the rural market?	07
	(b)	Explain price Strategy used by company in rural area. OR	07
Q.5	(a)	How will you design your marketing-mix for launching a color television in Rural market.	07
	(b)	Write note on:	07
		1) Communication barrier in rural area (4) 2) Use of events and outdoors for rural communication (3)	
