Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY M.B.A.- SEMESTER – III • EXAMINATION – WINTER 2012

Date: 11-01-2013

Subject code: 28300701

Subject Name: Rural Marketing (RM)			
Time	Time: 10:30 pm – 01:30 pm Total Marks		
Insti	ucti	ions:	
	2.	Attempt all questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks.	
Q.1	(a)	Define rural markets and rural marketing. Give differences between rural marketing and urban marketing.	07
	(b)	Discuss nature and characteristics of rural market of India.	07
Q.2	(a)	Discuss needs and wants of rural consumer. How it is differ from urban consumer.	07
	(b)	product.	07
		OR	
	(b)	Discuss marketing information system for rural market and their source of information.	07
Q.3	(a)	Discuss product strategies of rural marketing.	07
Q.D	(b)	Discuss additional P's of rural marketing. OR	07
Q.3	(a)	Discuss packaging for rural market and role of semiotics.	07
	(b)	Discuss 4A's of rural marketing mix.	07
Q.4	(a)	Discuss pricing strategies of rural market.	07
	(b)	Discuss distribution practices used by FMCG companies in rural marketing of India. OR	07
Q.4	(a)	Discuss approaches for segmenting the rural market of India.	07
Q. 1	(a) (b)	Discuss distribution practices used by Agri-input companies in rural marketing of India.	07
Q.5	(a)	Discuss sales promotions used in rural market of India.	07
•	(b)	•	07
		marketing strategies in rural markets of India.	
0.5		OR	o -
Q.5	(a)	Discuss outdoor media used in rural market of India. Discuss challenges faced by companies operating in the rural markets.	07 07
	(b)	Discuss chancinges faced by companies operating in the fural markets.	U/

1/1