

**Subjt Code: R16MBA412M1****MBA - IV Semester Regular Examinations, April/May 2018.****RURAL MARKETING (ELTIVE -I)****Time: 3 hours****Max Marks: 60**Question Paper Consists of **Part-A** and **Part-B**.Answering the question in **Part-A** is Compulsory & Four Questions should be answered from Part-B

All questions carry equal marks of 12.

PART-A (CASE STUDY)**1 X 12 = 12**

1. A study report on examining the impact of incentives to Small Scale Industries (SSI) has made the following observations:

Though there exists a lot of incentives for small units offered by the Central and State Governments, about half of the entrepreneurs were found to be unaware of the same. It appears that adequate efforts have not been put in to give publicity to these incentives and concessions. It was also found that due to the lack of higher education and backwardness, the prospective entrepreneurs are shy of approaching the concerned officials for help. Besides, the procedures and formalities appeared to be complicated and cumbersome for a man of rural areas. It frightens the entrepreneurs and renders them dependent on middlemen. Another disappointing feature is the time-lag between the date of application and the actual benefits emerging from the efforts. The general impression developed in the rural areas is that it is not possible to avail of these incentives without the help of local and influential leadership. The official red-tapism and harassments are beyond common man's capacity to bear.

1. You are assigned to comments about the above observations. Suggest measure for the official and institutional agencies to overcome the lacunae in the incentive schemes.
2. What steps should be taken to create awareness about the incentive schemes among the rural youth?

PART-B**4X 12 = 48**

2. Discuss the rural marketing environment in India.
3. What are the factors influencing the behaviour of the rural buyer's?
4. How to build branding for rural markets in India?
5. Describe the channel management in rural markets.
6. Explain in detail the sales force management in rural markets.
7. Discuss the following:
 - a. Public private partnerships
 - b. E-rural marketing.
