

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER – 3 • EXAMINATION – WINTER 2016

Subject Code:2830701**Date: 03/01/2017****Subject Name: Rural Marketing (RM)****Time:02.30 PM TO 05.30 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) Discuss the Rural Environment in India. **07**
(b) If you want to start your business in rural area then which types of problem may occur in your Organization? Discuss. **07**
- Q.2** (a) Write note on “Rural Market Segmentation”. **07**
(b) Which is the Factors Contributing to the change the Rural Market? **07**
- OR**
- (b) How Rural Consumer is differing from Urban Consumer? Discuss. **07**
- Q.3** (a) Explain the Buying decision process of rural consumer with example. **07**
(b) To study Consumer Behavior is very important before starting the business in rural area. Why? **07**
- OR**
- Q.3** (a) Discuss marketing information system for rural market and their source of Information. **07**
(b) Which are the methods of direct marketing adopt by the companies in rural area? **07**
- Q.4** (a) Write note on “Contract Farming”. **07**
(b) Discuss various branding tools use in rural marketing. **07**
- OR**
- Q.4** (a) Explain the importance of packaging in rural market for FMCG Company. **07**
(b) Can you sight some innovative strategies for launching washing machines into Rural market? **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. **07**
- OR**
- 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)**
