

**R17****Code No: 741AJ****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA I Semester Examinations, June/July-2018****RURAL MARKETING****Time: 3hours****Max.Marks:75****Note:** This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A**5 × 5 Marks = 25**

- 1.a) Write about Rural Marketing Vs Urban Marketing. [5]
- b) Explain the role of consulting agencies in rural marketing. [5]
- c) Enumerate the stages of Product Life Cycle. [5]
- d) What is brand loyalty? [5]
- e) What is e-Rural Marketing? [5]

PART - B**5 × 10 Marks = 50**

2. What do you understand by consumer behavior and discuss the differences in Consumer Behaviour in rural and urban markets. [10]

OR

3. Explain the different models in rural marketing. [10]

4. Discuss the uses of Marketing Research and tools of marketing Research. [10]

OR

5. What are the Methods of data Collections? [10]

6. Write the Strategic considerations in the rural market Product Life Cycle concept? [10]

OR

7. Discuss the objectives behind new product launch and brief on new product development process. [10]

8. Differentiate regional brands Vs national brands with illustrations. [10]

OR

9. Explain the channel management strategies in Indian rural retail market. [10]

10. Write a detailed note on problems of regulated market and its significance to the agriculturists. [10]

OR

11. Discuss IT is medium of marketing communication for rural market. [10]

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