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**Code No: 741AJ**
**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**
**MBA I Semester Examinations, April/May-2019**
**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) What is rural marketing in the light of agro-based economy of India? [5]
- b) What are the factors influencing rural consumers during purchase of products? [5]
- c) What are the additional Ps in Rural Marketing? [5]
- d) What are various steps in forming brand loyalty in the rural marketing? [5]
- e) What are the implications of electronic rural marketing? [5]

**PART - B**
**5 × 10 Marks = 50**

2. Explain the profile of rural consumers and how it is differ from their urban counterpart. What is importance of identifying the profile of rural consumers while marketizing the products in rural areas? [10]

**OR**

3. Illustrate the differences in consumer buying behaviour in rural and urban market. [10]

4. What are the different data collection tools in marketing research? And brief on role of rural marketing consulting agencies in research. [10]

**OR**

5. What are the major challenges in rural marketing research especially agro based rural research. [10]

6. What do you mean product life cycle and what are the different pricing strategies to be followed in each stages in rural marketing. [10]

**OR**

7. What are major objectives behind launching of new product in rural areas and how to marketize such product? [10]

8. What are the different strategies of rural retail channel management? [10]

**OR**

9. Explain the major features of Indian Rural Retail Market and brief on regional brands Vs National brands. [10]

10. What are the recent innovations in rural marketing and state the role of IT in rural marketing. [10]

**OR**

11. Explain the major features of agricultural co-operative marketing and explain rural market mapping. [10]