

Enrollment No: _____ Exam Seat No: _____

C.U.SHAH UNIVERSITY

Winter Examination-2018

Subject Name : Rural Marketing

Subject Code : 5MS03RMT1

Branch: MBA

Semester : 3

Date : 06/12/2018

Time : 02.30 To 05.30

Marks : 70

Instructions:

- (1) Use of Programmable calculator and any other electronic instrument is prohibited.
 - (2) Instructions written on main answer book are strictly to be obeyed.
 - (3) Draw neat diagrams and figures (if necessary) at right places.
 - (4) Assume suitable data if needed.
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SECTION – I

- Q-1 Attempt the Following questions (07)**
- a. Give example of consumer durable products. 1
 - b. Give full form of PDS. 1
 - c. What do you mean by culture? 1
 - d. What do you mean by product differentiation? 1
 - e. What do you mean by brand loyalty? 1
 - f. Give full form of DRDA. 1
 - g. Give full form of NGO. 1
- Q-2 Attempt all questions (14)**
- 1 Write notes on panchayat raj institution in India. 07
 - 2 Explain the features of rural market. 07
- OR**
- Q-2 Attempt all questions (14)**
- 1 Explain the types of data collection for rural market research. 07
 - 2 Explain the stages in consumer buying process. 07
- Q-3 Attempt all questions (14)**
- 1 Explain the Rural Infrastructure in India. 07
 - 2 How do factors like social class, reference groups and life style vary between urban markets and rural market? 07
- OR**
- Q-3 1 Mr. Rohit Sharma, a refugee started grocery business, about 40 years ago. Over a period, time he expanded the business and now owns shop dealing in consumer durables, dairy products, a general store and a medical shop. 07**



He is emotionally attached to his original grocery business and continues to operate it with enthusiasm. His sober temperament, reliable dealings and amiable nature won him many friends and his shop has become meeting place for belonging to his generation. His eldest son Mahesh has completed his management education from abroad and is assisting his father in the business. He feels that his father's way of dealing with people is traditional and outdated. He feels irritated when his father's old friends drop in at his shop and spend time talking to him. Mahesh feels that this type of casual get together is wasting time. He would like to be more professional and serve customer like a methodical manner.

Left to himself he would like to start a supermarket, selling all categories of product under one roof. This will provide a pleasant shopping experience for local people and outing for the whole family. He has broached his feelings in indirect way to his father and found that his father believes in maintaining close personal relation with customers.

Unlike his father, his approach is more professional and the consumers have lately started taking notice of his behavior. They feel that old warmth is missing and they are less welcome at shop. A few of them have started purchasing from other shops too.

Questions

1. What do you think is contribution of personal relationship in business require?
 2. Do you agree with approach adopted by Mahesh in dealing with customers?
- 2 Explain pricing strategy for rural market. 07

SECTION – II

- Q-4 Attempt the Following questions (1 Mark *7=7) (07)**
(No MCQ Questions)
- a. Define Rural Marketing. 1
 - b. Give full form of NABARD. 1
 - c. List the sources of credit for Farmer. 1
 - d. Give full form of NBFC 1
 - e. What is Branding? 1
 - f. What do you mean by Mandis? 1
 - g. What do you mean by Haats? 1
- Q-5 Attempt all questions (14)**
- 1 Explain the challenges in Rural Communication 05
 - 2 Write note: Contract farming. 05
 - 3 What are the myths about rural market? 04
- OR**
- Q-5**
- 1 Explain the features of rural consumer. 05
 - 2 Explain the factors affecting consumer buying behavior. 05



3 Explain AICDA Model. 04

Q-6 Attempt all questions (14)

1 Determine the factors which affect messages in rural market. 07

2 What are some of government initiatives taken to develop the rural markets? 07

OR

Q-6 Attempt all Questions

1 Explain opinion leadership process. 07

2 Explain the different categories of rural products. 07

