

# C.U. SHAH UNIVERSITY

## Summer Examination-2019

**Subject Name: Rural Marketing**

**Subject Code: 5MS03RMT1**

**Branch: MBA**

**Semester: 3**

**Date: 20/03/2019**

**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.

### SECTION – I

- |            |  |             |
|------------|--|-------------|
| <b>Q-1</b> | <b>Attempt the Following questions</b>   | <b>(07)</b> |
|            | a. Define rural marketing.   | <b>01</b>   |
|            | b. Give full form of NABARD.   | <b>01</b>   |
|            | c. What is census?   | <b>01</b>   |
|            | d. Give full form of NBFC  | <b>01</b>   |
|            | e. Give example of consumer durable products.  | <b>01</b>   |
|            | f. Give full form of PDS.  | <b>01</b>   |
|            | g. What do you mean by culture?  | <b>01</b>   |
| <b>Q-2</b> | <b>Attempt all questions</b>   | <b>(14)</b> |
| <b>01</b>  | Explain the features of rural consumer.  | <b>07</b>   |
| <b>02</b>  | Explain the challenges in rural communication.   | <b>07</b>   |
| <b>OR</b>  |  |             |
| <b>Q-2</b> | <b>Attempt all questions</b>   | <b>(14)</b> |
| <b>01</b>  | Explain AICDA Model.   | <b>07</b>   |
| <b>02</b>  | What are the myths about rural market?   | <b>07</b>   |
| <b>Q-3</b> | <b>Attempt all questions</b>   | <b>(14)</b> |
| <b>01</b>  | A Company producing a complete range of consumer durables has decided to promote the following product in rural market:<br>- TV Set<br>What are the advertising media options that would you suggest to the company as rural marketing consultant and why? | <b>07</b>   |
| <b>02</b>  | Explain the rural infrastructure in India.   | <b>07</b>   |
| <b>OR</b>  |  |             |
| <b>Q-3</b> | <b>01</b> Explain any one government project for rural development.  | <b>07</b>   |
|            | <b>02</b> How do factors like social class, reference groups and life style vary between urban markets and rural market?   | <b>07</b>   |



## SECTION – II

<b>Q-4</b>	<b>Attempt the Following questions</b>	<b>(07)</b>
	a. What do you mean by brand loyalty?	<b>01</b>
	b. Give full form of DRDA.	<b>01</b>
	c. Give full form of NGO.	<b>01</b>
	d. What is Branding?	<b>01</b>
	e. What do you mean by Mandis?	<b>01</b>
	f. What do you mean by Haats?	<b>01</b>
	g. List the sources of credit for Farmer.	<b>01</b>
<b>Q-5</b>	<b>Attempt all questions</b>	<b>(14)</b>
<b>01</b>	Explain the constrain for development of rural consumer.	<b>07</b>
<b>02</b>	Explain the factors affecting consumer buying behavior.	<b>07</b>
	<b>OR</b>	
<b>Q-5</b>	<b>01</b> Explain the challenges in Rural Communication	<b>07</b>
	<b>02</b> Write note: contract farming.	<b>07</b>
<b>Q-6</b>	<b>Attempt all questions</b>	<b>(14)</b>
<b>01</b>	Explain the types of data collection for rural market research.	<b>07</b>
<b>02</b>	Explain the stages in consumer buying process.	<b>07</b>
	<b>OR</b>	
<b>Q-6</b>	<b>Attempt all Questions</b>	
<b>01</b>	Explain the Economic infrastructure in India for rural development.	<b>07</b>
<b>02</b>	Write note: Market segmentation	<b>07</b>

