Enrollment No: _				Exam Seat No:	
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C. U. SHAH UNIVERSITY

Winter Examination-2019

Subject Name: Rural Marketing

Subject Code: 5MS03RMT1 Branch:M.B.A

Semester: 3 Date: 22/11/2019 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.

0.1			SECTION – I	(07)
Q-1			Attempt the Following questions	(07)
		a.	Define Rural Marketing.	1
		b.	Give full form of NABARD.	1
		c.	What is market?	1
		d.	Give full form of NBFC	1
		e.	What do you mean by Haats?	1
		f.	What do you mean by brand loyalty?	1
		g.	Give full form of DRDA.	1
Q-2		A	ttempt all questions	(14)
	1		xplain the features of Rural Consumer.	7
	2	Е	xplain the challenges in Rural Communication.	7
			OR	
Q-2		A	ttempt all questions	(14)
	1	V	What are the Myths about Rural Market?	7
	2		Vrite notes on Panchayat Raj Institution in India.	7
Q-3		A	ttempt all questions	(14)
	1		Company producing a complete range of consumer durables has ecided to promote the following product in rural market: - Mobile	7
			What are the advertising media options that would you suggest to the company as rural marketing consultant and why?	
	2		xplain the rural infrastructure in India.	7



OR

Q-3	1	Discuss factors affecting to buying behavior of rural consumer.	7
	2	Explain advertising media for rural market.	7
		SECTION – II	
Q-4		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 census?	1
		f. What is Mandis?	1
		g. Define -Brand	1
Q-5		Attempt all questions	(14)
	1	How do factors like social class, reference groups and life style vary	7
		between urban markets and rural market?	
	2	Explain the stages in consumer buying process.	7
		OR	
Q-5	1	Explain the types of data collection for rural market research.	7
	2	Discuss difference between rural consumer and urban consumer.	7
0.6		Attornet all aveations	(1.4)
Q-6	1	Attempt all questions	(14)
	1	Explain pricing strategy for rural market.	7 7
	2	Write note: Contract farming.	,
		OR	
Q-6		Attempt all Questions	
	1	What are some of government initiatives taken to develop the business in	7
	_	rural market?	_
	2	Explain the different categories of rural products.	7

