

Enrollment No: _____

Exam Seat No: _____

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.
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SECTION – I

Q-1 Attempt the Following questions (07)

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|--|---------------------------------------|---|
| | 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 Attempt all questions (14)

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|--|--|---|
| | 1 Explain the features of Rural Consumer. | 7 |
| | 2 Explain the challenges in Rural Communication. | 7 |

OR

Q-2 Attempt all questions (14)

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|--|--|---|
| | 1 What are the Myths about Rural Market? | 7 |
| | 2 Write notes on Panchayat Raj Institution in India. | 7 |

Q-3 Attempt all questions (14)

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|--|--|---|
| | 1 A Company producing a complete range of consumer durables has decided to promote the following product in rural market:
- Mobile
What are the advertising media options that would you suggest to the company as rural marketing consultant and why? | 7 |
| | 2 Explain the rural infrastructure in India. | 7 |

OR



