

DI-490

M.B.A. (IVth Sem.) (F.T.) Examination-2015

RURAL MARKETING

Paper - FELRM-2

Time Allowed : Three Hours

Maximum Marks : 80

Section-A

Note : Answer any four out of eight questions.

Each question carries 8 marks. $4 \times 8 = 32$

- Q.I Discuss the important traits of a rural sales person.
- Q.II Write short notes on any one of the following—
 - (a) Significance of periodic markets such as 'Naats' & 'Melas' in rural context.
 - (b) Role of retailers in rural distribution.
- Q.III Discuss the benefits and limitations of cooperative in rural marketing.
- Q.IV Discuss the various marketing communication medi in the context of rural areas.
- Q.V Discuss the important product strategies for rural markets.

Q.VI Discuss the problems associated with marketing of agri-produce.

Q.VII Discuss the concept of customer relationship management in rural context.

Q.VIII Explain various factors effecting the consumer behaviour of a rural consumer.

Section-B

Note : Answer any three out of five questions.

Each question carries 16 marks. $3 \times 16 = 48$

- Q.IX Discuss the 4-A model of rural marketing mix.
- Q.X Elaborate the components of rural marketing information systems.
- Q.XI Looking at the profile of the rural consumers in India today, what are the key challenges posed for Indian marketers in the rural market segments ? Discuss with reference to an FMCG product and a consumer durable product of your choice.
- Q.XII Explain the types of innovative pricing methods for rural markets.
- Q.XIII Discuss the role of Central and State Governments in promotion of Agricultural Marketing in India.