

Roll No.

MS–507/MM–2207

Rural Marketing

(ग्रामीण विपणन)

Master of Business Administration/P. G. Diploma
in Marketing Management

(MBA–10/12/13/16/17/PGDMM–10/16/17)

Fourth/Second Semester, Examination, 2018

Time : 3 Hours

Max. Marks : 80

Note : This paper is of **eighty (80)** marks containing **three (03)** sections A, B and C. Learners are required to attempt the questions contained in these sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section ‘A’ contains four (04) long answer type questions of nineteen (19) marks each. Learners are required to answer *two* (02) questions only.

1. Discuss the changes in the economic scenario of rural areas.
2. Develop a framework of rural marketing based on the experiences of HUL, ITC and Colgate.
3. Explain the purchase process of Consumers. How do marketers shape the decision of consumers at different stages of the process ?

(B-57) P. T. O.

4. How do you price products for different rural market segments (quality-conscious, value conscious and price conscious) ?

Section-B

(Short Answer Type Questions)

Note : Section 'B' contains eight (08) short answer type questions of eight (08) marks each. Learners are required to answer *four* (04) questions only.

1. Do you find differences in the pricing strategy of products for the rural and urban markets ?
2. Discuss the use of the internet as a medium of distribution in rural markets. Does it hold promise in rural markets ?
3. Discuss the problems and prospects of rural retailing.
4. Is mass media suitable for rural advertising ? Discuss.
5. Examine the marketing strategies of any *two* tractor companies and develop a marketing model for tractors.
6. Describe how AIDS prevention has been taken up as a serious issues and campaigned for in India.
7. Explain the factors that have made rural markets attractive.
8. Identify the problems in rural distribution.

Section-C

(Objective Type Questions)

Note : Section 'C' contains ten (10) objective type questions of one (01) mark each. All the questions of this section are compulsory.

State whether the following are True *or* False :

1. The philosophy and the decisions of the ruling party greatly influence the fortunes of rural people.

2. Lifestyle is a person's pattern of living. The pattern of living is determined by the activities interests and opinions of people.
3. Discriminatory pricing is employed to charge different customer groups differently, projecting differences in the quality of offer.
4. Skimming pricing is preferred when high price is aimed to communicate the image of a superior product.
5. Positioning is a market attraction strategy that involves placing the brand in the minds of customers in the target market.
6. Family size and type have significant influences on consumption of goods.
7. Product Depth extension refers to adding new product variants.
8. Counterfeit *or* pass-off products are brought out with the motive of misleading and cheating ordinary consumers who are uneducated or in a hurry when purchasing products.
9. In the product life cycle when a brand reaches the decline stage, marketers have two options—dropping *or* re-engineering the product.
10. Rural consumers generally value social conformance in their decisions.