

M.B.A. S.Y. (CBCS Pattern) Semester - IV  
**PCB4EA5 - SP05 - Group-A - Marketing Management : Rural Marketing**

P. Pages : 1

Time : Three Hours



**GUG/S/23/10727**

Max. Marks : 70

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- Notes : 1. Attempt **any five** questions.  
2. All questions carry equal marks.

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|-----|---|----|
| 1.  | Discuss the concept of Rural marketing. Distinguish between rural semi urban and urban market?    | 14 |
| 2.  | How to select the location for conducting research. "Explain in details.                          | 14 |
| 3.  | What is regulated market? Explain the problem and Role of regulated markets.                      | 14 |
| 4.  | Explain the rural marketing strategies in detail.   | 14 |
| 5.  | Discuss the co-operative marketing. What are the co-operative marketing societies.                | 14 |
| 6.  | Explain pricing and distribution strategies in rural marketing with the help of suitable example. | 14 |
| 7.  | What is rural distribution. Discuss importance and scope of rural distribution.                   | 14 |
| 8.  | What is open Auction method? Explain.   | 14 |
| 9.  | Define sales. Explain the methods of sales.   | 14 |
| 10. | Write detail notes on <b>any two</b> :-   | 14 |
|     | a) Growth of Rural market.  |    |
|     | b) Open Auction method.   |    |
|     | c) Multi – Attribute Segmentation.  |    |
|     | d) Self help group (SHG's)  |    |

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