

M.B.A. - II (CBCS Pattern) Semester-IV  
**PCB4EA5 - Rural Marketing**

P. Pages : 1

Time : Three Hours



**GUG/S/25/10727**

Max. Marks : 70

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

1. How did a company like Hindustan Unilever succeed in rural marketing with its "Shakti" initiative? **14**
2. How would you design a rural marketing campaign for a low-cost agricultural product. **14**
3. What questions would you include in a survey targeting rural farmers about their purchasing habits? **14**
4. How might mobile technology improve rural market research and segmentation in the future? **14**
5. Discuss the role of Regulated Markets on Marketing of Agricultural Produce. **14**
6. What classification approach would you use to target rural consumers for mobile banking services? **14**
7. How can government initiatives encourage the adoption of digital platforms for agricultural marketing? **14**
8. What steps can a government take to reduce middlemen exploitation in agricultural marketing? **14**
9. How has ITC's e-Choupal initiative used IT to revolutionize rural marketing in India? **14**
10. Write short answers **any two**. **14**
  - a) Institutional Agreements for Agricultural Credit.
  - b) National Agricultural Co-operative Marketing Federation (NAFED).
  - c) Dara and Moghum Sale Methods.
  - d) Mufti-Attribute Segmentation.

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