

M.B.A. - II CBCS Pattern Semester-IV
**PCB4EA5 -Special Paper -05-Group A - Marketing Management : Rural
Marketing**

P. Pages : 1

Time : Three Hours



GUG/S/24/10727

Max. Marks : 70

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

- | | | |
|-----|---|----|
| 1. | Define Rural marketing. Explain its scope and importance. | 14 |
| 2. | What are the marketing implication of the changing hierarchy of consumer durables acquisition in the rural market? Explain with examples? | 14 |
| 3. | What is regulated market? Explain the problems and Role of regulated market. | 14 |
| 4. | Explain the rural marketing strategies in detail. | 14 |
| 5. | Discuss the rural media: The importance of the two step flow of communication. | 14 |
| 6. | Explain the Role of IT in Rural marketing. | 14 |
| 7. | Discuss the rural marketing strategies. | 14 |
| 8. | Explain the future of the Indian Rural Market and profile of rural consumer. | 14 |
| 9. | Explain the role of national institute of agricultural marketing. | 14 |
| 10. | Write in details any two . | 14 |
| | a) COSAMB. | |
| | b) NAFED | |
| | c) ITC'S e-choupal. | |
| | d) Hatha system | |
