

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

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- 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

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