

M.B.A. CBCS Pattern Semester-IV
PCB4EA5 - SP05 - Group A : Rural Marketing

P. Pages : 1

Time : Three Hours



GUG/W/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. | What do you mean by Rural Marketing? Discuss it's scope and importance. | 14 |
| 2. | Explain Rural Versus urban mindsets. | 14 |
| 3. | Discuss Rural market Research and location for conducting Research. | 14 |
| 4. | Explain basis of Rural market segmentation Discuss multi-Attribute segmentation. | 14 |
| 5. | Elaborate product strategies and pricing strategies of Rural marketing. | 14 |
| 6. | What is meant by Hatha system? Discuss open auction method. | 14 |
| 7. | Explain types of cooperative marketing societies and cooperative processing. | 14 |
| 8. | Discuss in detail Self Help Groups (SHG's). | 14 |
| 9. | Explain the Role of IT in Rural Marketing. | 14 |
| 10. | Write short notes any two . | 14 |
| | a) NCDC | |
| | b) NAFED | |
| | c) Agricultural credit policy. | |
| | d) Crop Insurance. | |
