

RURAL MARKETING

**MBA (507) (S05)
PAPER ID [BO239]**

**TIME-03 HOURS
MARKS : 75**

- 1) Section - A is Compulsory.
- 2) Attempt any Nine questions from Section – B

Section - A (15X2)

Q1)

- a)What is rural marketing?
- b) Define market.
- c) .customer need.
- d) Define product.
- e)Target marketing.
- f)Define rural index.
- g)Distribution channel.
- h)Service marketing.
- i) Define marketing research .
- j) Communication media.
- k) NGO.
- l)Durable products.
- m)What is land distribution?
- n)Regulated markets.
- o) Define Cottage industry.

Section-B (9X5)

- Q2) How rural marketing is different from general marketing.
 - 03) What are the factors influencing rural markets in India. Describe each of them
 - 4)Write in detail the structure of rural marketing in india
 - 5)What is Thompson's rural market index? Write in detail.
 - 6)What are the strategies for marketing the products in rural area?
 - 07) How product and service marketing in rural area are different from urban marketing.
 - Q8) While communicating in rural area, what factors must be kept in mind
 - 9)How you will market the Cosumables and durables in rural area?
 - 10)Write about the roles of co-operative and processing societies. 11)Develop a strategy to market any artisans product with example.
 - Q12) Write a brief note on consumer movement in rural India.
 - Q13)What are the role of NGO's in promoting rural marketing?
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