

2007 PUNJAB TECHNICAL UNIVERSITY M.B.A

M.B.A. (SEMESTER – 3TH / 4TH)
RURAL MARKETING

Time : 03 Hours
Maximum Marks : 75

Instruction to Candidates:

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

Section - A

Q1) (15 x 2 = 30)

- a) Handling & Transport of Agriculture product.
- b) Under developed market.
- c) Media for rural communication.
- d) Rural credit Institutions.
- e) Literacy level in Rural Area.
- f) Targeting.
- g) Segment selection.
- h) Pricing strategies.
- i) Distribution strategies.
- j) Durable goods.
- k) Thompson Rural Market Index.
- l) FMCG Sector in Rural India.
- m) Marketing of fertilizers.
- n) Cooperative Marketing.
- o) KVIC.

Section - B

(9 x 5 = 45)

- Q2) Bring out distinction between Rural & Urban Society.
- Q3) What are the basic concepts of Rural Market?
- Q4) Write a note on the changing Rural Market environment in India since the last one-decade.
- Q5) Explain land distribution and use with context to Indian rural economy.
- Q6) Explain rural market segmentation.
- Q7) Write down various promotional methods in rural marketing.
- Q8) What is the role of product strategies in rural marketing? Explain.
- Q9) With gradual increase in farmers' income there is growth in consumption of services. What pricing strategies should be adopted by services marketers in this scenario?
- Q10) Define Agriculture marketing. What are the objectives of agricultural marketing?
- Q11) Bring out in detail the role of cooperatives in agriculture & agriculture marketing.
- Q12) Write various problems being faced by marketers in rural areas.
- Q13) What role Government agencies & NGO's play in rural marketing?