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Total No. of Questions : 5]

SEAT No. :

PE12123

[Total No. of Pages : 2

[6551]-830

S.Y. M.B.A.

ABM 611 MJ : RURAL MARKETING

(2024 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *Each questions carries 10 marks.*
3) *Each questions has internal options.*

Q1) Solve any five out of eight questions : **[5×2=10]**

a) Define rural market.

b) Define market segmentation.

c) Give one example of rural product category.

d) What is meant by last mile problem?

e) Give one example of rural infrastructure.

f) State one special feature of rural packaging.

g) Give one source of secondary data on rural markets.

h) What is target market?

Q2) Solve any two out of the three. **[2×5=10]**

a) Explain the PEST Analysis of the rural marketing environment in India.

b) Describe the key characteristics of rural consumers in India.

c) Explain the role of opinion leaders in rural consumers behaviour with suitable examples.

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Q3) Attempt any one. **[10]**

a) What is positioning? How can companies effectively positions their brandsin rural markets?

OR

b) Describe the challenges in applying STP concepts to rural markets in India.

Q4) Attempt any one. **[10]**

a) Explain branding in rural markets and describe the problem of fake brands.

OR

b) Explain the role and limitation of PDS and cooperatives in rural marketing.

Q5) Attempt any one. **[10]**

a) Describe the rural retail system. Explain the "last mile problem" in Rural Distribution.

OR

b) Explain sources and types of secondary data on rural markets. Evaluate their advantages and limitation.

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