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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 question has an internal option.*
3) *Figures to the right indicate full marks.*

Q1) Attempt any five of the following. **[10]**

a) Define rural market.

b) Name the first major phase in the evolution of rural marketing in India.

c) What does 'S' in PEST analysis stand for?

d) Which occupation dominates the rural economy?

e) Rural incomes are largely dependent on which factor?

f) What is the approximate share of rural population in India?

g) Name one major challenge in rural infrastructure.

h) Rural consumption is heavily influenced by what cycle?

Q2) Answer any two of the following. **[10]**

a) Explain two key characteristics of rural consumers that differentiate them from urban consumers.

b) How do opinion leaders influence the buying decisions of rural consumers? Give an example.

c) Differentiate between primary and secondary data in rural marketing research with one example each.

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Q3) Answer any one of the following. **[10]**

a) Apply the bases of rural market segmentation to design a marketing plan for a new low-cost mobile phone brand.

OR

b) Given the diversity of rural India, explain how a company can apply target marketing strategies to sell packaged food products. Illustrate with examples of selective coverage.

Q4) Answer any one of the following. **[10]**

a) Analyse the role of rural product categories in shaping consumer demand.

OR

b) Examine the importance of packaging in rural markets. How does packaging influence product visibility, trust, and usability.

Q5) Answer any one of the following. **[10]**

a) Design a distribution model that addresses the last-mile problem in rural retail systems.

OR

b) Propose an expansion plan for Project Shakti or E-Chaupal in a new rural region. How would you customize the model to suit local socio-economic and infrastructural conditions?

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