

Code No: 782AK

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA II Semester Examinations, August/September - 2023

RURAL MARKETING

Time: 3 Hours

Max.Marks:60

Note: This question paper contains two parts A and B. i) **Part- A** for 10 marks, ii) **Part - B** for 50 marks.

- Part-A is a compulsory question which consists of ten sub-questions from all units carrying equal marks.
- Part-B consists of **ten questions** (numbered from 2 to 11) **carrying 10 marks each**. From each unit, there are two questions and the student should answer one of them. Hence, the student should answer any five questions from Part-B.

PART- A

(10 Marks)

- 1.a) What are the features of Urban Market. [1]
- b) Describe the Post – Purchase behavior in rural market. [1]
- c) Brief on Product Life Cycle objectives. [1]
- d) Describe the elements of rural retail mix element. [1]
- e) Brief the importance of National Brands. [1]
- f) Describe the importance of Rural Retail channel Management. [1]
- g) What are Data collection sources? [1]
- h) Describe the importance of Rural Marketing Research. [1]
- i) What are the Marketing Services in rural market? [1]
- j) Define Rural Market Mapping. [1]

PART-B

(50 Marks)

2. Discuss the changes in the economic scenario of rural areas is the market attractive for food and non-food items. [10]
- OR**
- 3.a) What do you understand by Rural Marketing Model? [5]
 - b) What are the parameters to be considered for understanding rural Consumer behavior? [5]
- 4.a) State the steps in the process of New Product Development. [5]
 - b) Explain the stages involved in Rural Market Product Life Cycle. [5]
- OR**
5. Discuss in detail the additional Ps and 4As of Rural Marketing with suitable examples. [10]
- 6.a) What do you understand by Branding Process. [5]
 - b) State the reasons for the success of Regional Brands. [5]
- OR**
7. What are the strategies that contribute to the success of Rural Retail channel Management and describe the channels suitable for Indian rural markets. [10]

QA QA QA QA QA QA QA G

- 8.a) What do you understand by Rural Consumer Life Style?
b) What are the factors influencing rural consumers during purchase of products? [5+5]

OR

QA QA QA QA QA QA QA G

- 9.a) Critically evaluate the role of Rural Marketing consulting agencies in the promotion of rural marketing.
b) Brief on evolution of rural marketing research. [5+5]

- 10.a) What are the areas for developing innovations for success of rural market?
b) Describe the e-rural marketing importance in Indian rural markets. [5+5]

OR

QA QA QA QA QA QA QA G

- 11.a) What are the functions of Agricultural Co-operative Marketing?
b) Describe the concept of Corporate Social Responsibility. [5+5]

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QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G