

R19

Code No: 762AK

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA II Semester Examinations, February/March - 2024

RURAL MARKETING

Time: 3 Hours

Max.Marks:75

- Note:** i) Question paper consists of Part A, Part B.
ii) Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.
iii) In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, b as sub questions.

PART - A

(25 Marks)

- 1.a) Describe the characteristics of rural market in India. [5]
- b) Explain the rural consumer lifestyle with suitable example. [5]
- c) What are the 4As of Rural Marketing Mix? [5]
- d) Explain the significance of brand loyalty in rural market. [5]
- e) Describe Agricultural Co-operative Marketing and e-rural marketing. [5]

PART - B

(50 Marks)

2. Differentiate between rural marketing and urban marketing and identify the parameters differentiating urban and rural market. [10]

OR

3. Differentiate the consumer behaviour between rural market and urban market with suitable examples. [10]

4. What are the sources and methods of data collection for rural market research and discuss the role of rural marketing consulting agencies in market research. [10]

OR

- 5.a) What are the factors that influence rural consumers during purchase of products?
b) Describe the sources of information for rural market research. [5+5]

6. Explain the objectives behind New Product launch and discuss the additional Ps in rural marketing. [10]

OR

7. Write a detailed note on the steps involved in New Product Development process with a suitable real-world example. [10]

- 8.a) Differentiate between Regional Brands and National Brands.
b) Brief on brand loyalty in rural market. [5+5]

OR

- 9.a) What are the various strategies of Rural Retail Channel Management?
b) Examine the impact of branding on rural markets. [6+4]

- 10.a) Describe the impact Information Technology has on Rural Development.
b) Describe the concept of social marketing, agricultural marketing. [5+5]

OR

- 11.a) Explain the role of Corporate Social Responsibility in Rural Marketing.
b) Discuss the impact of organized rural marketing on Indian retail markets. [5+5]