

**R22**

**Code No: 782AK**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MBA II Semester Examinations, February/March - 2024**

**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**. Each of these questions is from each unit and may contain sub-questions. For each question there will be an “either” “or” choice, which means that there will be two questions from each unit and the student should answer either of the two questions.

**PART - A**

**(10 Marks)**

- 1.a) What are the characteristics of Rural Market? [1]
- b) Define Consumer Behavior. [1]
- c) Brief on Rural Marketing Mix. [1]
- d) What are the objectives behind new product launch? [1]
- e) Define Brand Loyalty. [1]
- f) What are the characteristics of National Brands? [1]
- g) Brief on role of rural marketing consulting agencies. [1]
- h) Describe the Data Collection tools for Rural Market. [1]
- i) What is Social Marketing? [1]
- j) What are the Rural Industry Products? [1]

**PART - B**

**(50 Marks)**

- 2.a) What do you understand by “rural market”? Describe the change in the economic scenario of rural areas in India.
- b) Discuss in detail the initiative taken by the government to develop rural areas. [5+5]

**OR**

- 3.a) Distinguish between rural marketing and urban marketing.
- b) Discuss the parameters differentiating urban and rural market. [5+5]

- 4.a) Discuss the stages of the consumer decision-making process in the rural context.
- b) How does the adoption and diffusion of new products take place in the rural market? [5+5]

**OR**

- 5.a) Propose suitable marketing strategies for the various stages of the rural market product life cycle.
- b) Assess the significance of 4As of rural marketing mix with suitable examples. [5+5]

QA QA QA QA QA QA QA G

6.a) Classify the rural products. Discuss how packaging of products is done in rural markets.

b) What are the key elements of brand building in rural market? [5+5]

QA QA QA QA QA QA QA G

7.a) Describe the innovative channels suitable for Indian rural markets.

b) What is rural market brand? Explain the brand loyalty in rural market. [5+5]

8.a) Discuss the tools for conducting qualitative research in rural areas. Will you prefer qualitative research over quantitative research in the rural context? Why?

b) Describe some of the data collection tools used in rural marketing research. [5+5]

QA QA QA QA QA QA QA G

9.a) Explain the Rural Consumer Life style in detail.

b) Describe the approaches and tools of rural Marketing Research. [5+5]

10.a) Relate between agricultural marketing and rural marketing.

b) Evaluate the merits and demerits of e-rural marketing. [5+5]

QA QA QA QA QA QA QA G

11.a) Explain the role of e-governance for rural India with reference to rural marketing.

b) Brief on new innovations in marketing of services in rural markets. [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