

Code No: 762AK**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA II Semester Examinations, February/March - 2025****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) Illustrate the difference between rural and urban market. [5]
- b) Discuss the Challenges in Rural Marketing Research. [5]
- c) Discuss the objectives behind new product launch. [5]
- d) Explain the role of regional brands in rural markets. [5]
- e) State the role of Agricultural Marketing importance in RM. [5]

PART - B**(50 Marks)**

2. Explain the concept and importance of Rural Marketing and brief on Indian rural economy. [10]

OR

3. Discuss the differences in consumer behavior in rural and urban markets with suitable examples. [10]

- 4.a) Explain the different data collection tools for Rural Marketing Research.
- b) Describe the rural business research tools in brief. [5+5]

OR

5. Discuss the importance and evolution of Rural Marketing Research. [10]

6. Discuss the new product development process in Rural Markets and brief on rural marketing mix. [10]

OR

7. Explain the stages in Rural Product Lifecycle and describe the additional Ps in rural marketing. [10]

8. Explain the concept and importance of Rural Retail Channel Management. [10]

OR

9. Explain the Trends and Challenges In Indian Rural Retail Market. [10]

- 10.a) What are Rural Industry Products?
- b) Explain the role of innovations in Rural Markets. [5+5]

OR

- 11.a) Discuss the role of e-governance for Rural India.
- b) Brief on organized rural marketing in India. [5+5]