

**R22**

**Code No: 782AK**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MBA II Semester Examinations, February/March - 2025**

**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) Summarize the nature of rural market. [1]
- b) What do you understand by urban marketing? [1]
- c) List the elements of Rural Marketing Mix. [1]
- d) Write the objectives behind new product launch. [1]
- e) What is meant by a regional brand? [1]
- f) What is Rural Retail Channel? [1]
- g) What is Rural Business Research? [1]
- h) Define rural consumer. [1]
- i) Define marketing of services. [1]
- j) What is corporate social responsibility? [1]

**PART – B**

**(50 Marks)**

2. Explain the rural marketing model and elaborate on the parameters differentiating rural and urban markets. [10]

**OR**

3. Elaborate on the following with suitable examples:
  - a) Characteristics of rural market
  - b) Consumer behavior in rural market. [5+5]

4. Describe in detail the various stages of rural market product life cycle. Also, discuss the marketing strategy for each stage. [10]

**OR**

5. Elaborate on the Affordability, Awareness, Availability and Acceptability elements of 4As of rural marketing mix. [10]

6. Discuss the factors leading to the brand loyalty of consumers in rural market. [10]

QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G

**OR**

7. Briefly explain the characteristics of the Indian rural retail market. How has rural retail changed over a period of time? [10]

8. What are the challenges in rural marketing research? Describe some of the data collection tools used in rural marketing research. [10]

**OR**

QA QA QA QA QA QA QA G

9. Discuss in detail the role of rural marketing consulting agencies in rural marketing research. [10]

10. Elaborate on the following with suitable examples:

a) Agricultural marketing

b) E-rural marketing.

[5+5]

**OR**

QA QA QA QA QA QA QA G

11. Discuss in detail the objectives, features and advantages of e-governance for rural India. [10]

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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