

Code No: 741AJ**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA I Semester Examinations, December - 2018****RURAL MARKETING****Time: 3hours****Max.Marks:75****Note:** This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A**5 × 5 Marks = 25**

- 1.a) Explain the scope of Rural Marketing. [5]
- b) Briefly describe the limitations and challenges in the rural marketing research. [5]
- c) Explain the various stages of Rural Market Product Life Cycle [5]
- d) Differentiate National brands Vs Regional brands. [5]
- e) Elaborate the need for innovation for rural markets. [5]

PART - B**5 × 10 Marks = 50**

- 2.a) Analyze the parameters that differentiate Rural Marketing and Urban Marketing.
 - b) Write a short notes on Rural Marketing Models. [5+5]
- OR**
- 3.a) Describe the nature and characteristics of Rural Marketing.
 - b) Evaluate the influence of differences in consumer behaviour of rural and urban markets on marketing strategies. [5+5]
4. Discuss in detail about the various approaches and tools in rural marketing research. [10]
- OR**
5. Write a short note on
 - a) Factors influencing rural consumer purchase
 - b) Role of rural marketing consulting agencies [5+5]
6. Elaborate the various components of rural marketing mix with suitable examples. [10]
- OR**
- 7.a) Illustrate various stages of new product development process for rural markets
 - b) Describe the objectives for a new product launch. [5+5]
8. Channel management is one of the major tasks of rural management. Justify. [10]
- OR**
9. Describe in detail about the concepts of
 - a) Brand loyalty in rural markets
 - b) Indian rural retail markets. [5+5]

10. "Rural marketing is real marketing" Do you agree? Justify with suitable examples. [10]

OR

11. Write a short note on

- a) Social Marketing
- b) Agricultural Cooperative Marketing
- c) E-governance for rural India

[3+3+4]

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