

**R17**

**Code No: 741AJ**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MBA I Semester Examinations, January-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) Differentiate Rural Marketing form Urban Marketing. [5]
- b) Bring out the role of rural marketing consulting agencies. [5]
- c) Narrate briefly on rural market product life cycle. [5]
- d) What is the role of regulated markets or Mandis in rural distribution? [5]
- e) Give a brief description on rural market Mapping. [5]

**PART - B**

**5 ×10 Marks = 50**

2. What do you understand by rural marketing? Briefly discuss the Indian rural environment in terms of the infrastructure available for marketing. How does this environment affect the marketing decisions and opportunities? [10]

**OR**

3. Examine the factors that influence buying behaviour and discuss the influence of culture on the buying behaviour of rural consumers by giving suitable examples. [10]

4. Explain the major differences of urban and rural market research. You have been asked to assess the market acceptance for an economy range of personal care products in some villages of North India. What sources of secondary data and primary data do you use for the market research? Briefly explain with an illustration. [10]

**OR**

5. Discuss the factors influencing rural consumers during purchase of products and make a detailed note on rural consumer life style in different regions of India. [10]

6. What do you understand by rural marketing mix and how do these elements (including additional Ps) support for formulating the rural marketing strategies? [10]

**OR**

7. Elucidate the new product development process in rural markets and state how do you develop objectives behind new product launch in the rural markets? [10]

8. Explain different factors that show impact on brand loyalty in rural markets and illustrate how regional brand and national brands grow loyalty in rural markets? [10]

**OR**

9. Discuss different channel management decisions with respect to rural distribution and critically evaluate the rural retail scenario for the marketer of consumer products. [10]
10. Provide a detailed note on innovations in rural markets with respect to agricultural marketing. [10]
- OR**
11. Examine the role of IT in rural development and e-Governance for rural India. [10]

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