

R17

Code No: 741AJ

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA I Semester Examinations, June/July-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) Write about Rural Marketing Vs Urban Marketing. [5]
- b) Explain the role of consulting agencies in rural marketing. [5]
- c) Enumerate the stages of Product Life Cycle. [5]
- d) What is brand loyalty? [5]
- e) What is e-Rural Marketing? [5]

PART - B

5 × 10 Marks = 50

2. What do you understand by consumer behavior and discuss the differences in Consumer Behaviour in rural and urban markets. [10]
- OR**
3. Explain the different models in rural marketing. [10]
4. Discuss the uses of Marketing Research and tools of marketing Research. [10]
- OR**
5. What are the Methods of data Collections? [10]
6. Write the Strategic considerations in the rural market Product Life Cycle concept? [10]
- OR**
7. Discuss the objectives behind new product launch and brief on new product development process. [10]
8. Differentiate regional brands Vs national brands with illustrations. [10]
- OR**
9. Explain the channel management strategies in Indian rural retail market. [10]
10. Write a detailed note on problems of regulated market and its significance to the agriculturists. [10]
- OR**
11. Discuss IT is medium of marketing communication for rural market. [10]

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