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P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belgaum)

Third Semester - Master of Business Administration (MBA)

Semester End Examination; Dec. - 2015

Rural Marketing

Time: 3 hrs

Max. Marks: 100

Note: Answer any **FOUR** full questions from **PART - A** and **PART - B** is compulsory.

PART - A

1. a. Explain the issues related to rural market environment. 10
- b. Explain the need for understanding the rural consumers. 10

OR

2. a. Explain the economic scenario of rural India. 10
- b. Explain the contents consisting in rural market structure. 10
3. a. Explain the factors affecting rural consumer behavior. 10
- b. Explain how the social and cultural factors influence rural consumer behavior. 10

OR

4. a. What is market research? What do you mean PRA approach? 10
- b. Explain the scope and limitations of rural market research? 10
5. a. How do you develop a new product for rural market? Explain with example. 10
- b. How a company differentiate its branding strategies from rural to urban? 10

OR

6. a. Discuss the infrastructural problems for rural distribution? 10
- b. Explain the different distribution channels suitable for rural market. 10
7. a. Discuss the influence of consumer behavior on communication strategies. 10
- b. Explain about future of rural marketing in India. 10

OR

- 8.a Explain HUL shakti Program . 10
- b. Explain the success of ITC e-choupal project. 10

PART - B (Compulsory)

9. Write short notes on any **FOUR** :
 - a) Gamorize rural marketing programs. 05
 - b) e - Rural marketing. 05
 - c) Role of self help groups in rural distribution. 05
 - d) Public - private partnership in rural marketing. 05
 - e) Rural promotion mix. 05