

SCHOOL OF MANAGEMENT & BUSINESS STUDIES, JAMIA HAMDARD

MBA SEMESTER IV EXAMINATION, 2017

PAPER- MBA-MM-08

RURAL MARKETING

Time: Three hours

Maximum Marks: 75 marks

Attempt any *five* out of the following. Each question carries equal marks. **(5 x15=75 marks)**

1. Trace of evolution of rural marketing as a concept. Elaborate upon the changing dynamics of Rural Marketing Environment and opportunities created by the same.
2. Discuss the STP & marketing- mix for the following:
 - a) Life insurance policies
 - b) Primary health centre
3. Discuss the various strategies that the marketers use for the product distribution in rural markets with the help of suitable examples. Explain the relevance of personal selling in villages.
4. (a) In order to be successful in the rural market the whole marketing mix needs to be tailor made according to the rural needs. Discuss the various strategies that the marketers use for the product modification in rural markets with the help of suitable examples.

(b) Imagine that you are the product development manager in a refrigerator company. How would you design the product?
5. Rural market research is very different from urban research. Elaborate upon the different tools designed specifically for rural researches with an example.
6. You need to carry a communication drive for TB Awareness in rural areas of Uttar Pradesh. Elaborate upon the media and communication/promotional mix tools you are going to use. Think of an innovative jingle & slogan for radio to have high association & recall.
7. Elaborate upon the Rural decision making Process. Outline the relevance of reference groups in village communities.
8. Write short notes on any **three**:
 - a) Project Shakti
 - b) RURBAN.
 - c) Participatory Rural Appraisal (PRA)
 - d) The fakes market