

Roll No.....

SCHOOL OF MANAGEMENT & BUSINESS STUDIES, JAMIA HAMDARD

MBA SEMESTER IV EXAMINATION, 2018

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. Elaborate the differences in the definition of 'Rural' as given by different Organizations. Trace of evolution of rural marketing as concept
2. Discuss the various strategies that the marketers use for the product distribution & pricing in rural markets with the help of suitable examples.
3. (a) Discuss the various strategies that the marketers use for the product modification in rural markets with the help of suitable examples from consumer durable industry.

(b) Imagine that you are the product development manager in a motorcycle company. How would you design the product?
4. Elaborate upon the Rural decision making Process. Outline the relevance of reference groups in village communities.
5. Write short notes on any **three**:
 - a) Project Shakti
 - b) RURBAN.
 - c) Participatory Rural Appraisal (PRA)
 - d) E Chaupal
6. Discuss the STP & marketing- mix for the following:
 - a) Tractors
 - b) Vocational Training centre
7. Explain the important communication concepts relevant to the rural markets. What is the significance of usage of symbols and pictures, colour and music in rural marketing communication? Discuss with suitable examples.
8. Elaborate upon the research process you will adopt to study the perception of the rural kids towards health & hygiene? Discuss the different tools designed specifically for rural researches with an example