

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7163

Roll No.

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MBA

(SEM IV) EVEN SEMESTER THEORY EXAMINATION,
2009-2010

RURAL MANAGEMENT

Time : 3 Hours

Total Marks : 100

Note : *Attempt all questions.*

1. Attempt **any four** parts of the following : (4x5=20)
 - (a) Define rural marketing. How do you add value to rural marketing ?
 - (b) Explain the physical structure of Rural markets.
 - (c) Discuss various Rural Communication Channels.
 - (d) Explain the buying pattern of Rural Consumers.
 - (e) Briefly explain the measures taken by Govt. to accelerate rural development.
 - (f) "Corporate Enterprises, as a part of social responsibility should develop rural areas" suggest an action plan for a company like H.U.L.

2. Attempt any two parts of the following : (2x10=20)

- (a) Why marketers require knowledge of consumer behaviour ? Explain the model of consumer behaviour in brief.
- (b) Discuss the methodology of MICA rural market Index.
- (c) Discuss about the product identity strategies used by rural marketers.

3. Attempt any two parts of the following : (2x10=20)

- (a) Identify various Rural distribution channels. List any three channel levels of distribution.
- (b) "Marketing approaches vary with degree of segmentation". Explain.
- (c) What is marketing of Agricultural products ? Discuss types of Agricultural Inputs.

4. Attempt any two parts of the following : (2x10=20)

- (a) Define Marketing Research. Discuss few differences in urban - rural Market Research.
- (b) Discuss the role of various financial Institutions in rural marketing.
- (c) Explain the concept and significance of Marketing Information system in Rural Markets.

5. Write short notes on any two : (2x10=20)

- (a) Government efforts towards development of rural markets.
- (b) Challenges in Agricultural Marketing.
- (c) Promotion strategy in Rural Market.
- (d) Functions and schemes of NABARD.

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