

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

PAPER ID : 7163

Roll No.

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M.B.A.

(SEMESTER-IV) THEORY EXAMINATION, 2011-12

RURAL MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

Note : Attempt questions from **all** Sections as directed.

Section – A

1. Write whether the following statements are TRUE or FALSE and justify your answer. Each question carries **two** marks.
 - (a) As compared to the urban area, rural population is widely scattered.
 - (b) The four types of settlements in rural area are clustered settlement, semi-clustered settlement, dispersed settlement and haat cluster.
 - (c) Majority of consumer behaviour is the result of past learning.
 - (d) Some of the urban market differentiation variables can be applied to the rural market positioning.
 - (e) The sole purpose of market communication is to spread awareness about product among the consumers.
 - (f) Haat is a specific market which is organized on a fixed day or duration of period.
 - (g) Secondary channels of distribution comprise of C&F agents and Financial institutions.
 - (h) The agriculture inputs are classified as consumable inputs, durable inputs and other inputs.
 - (i) Hypothesis formulation is the first step in marketing research process.
 - (j) Exploratory research describes the characteristics of the variables under study.

Section – B

2. Write short note on any **three** of the following questions. Each question carries **ten** marks.
 - (a) Thomson Rule of Market Index
 - (b) Rural Finance

- (c) Corporate interest in rural markets
- (d) Government role in promoting agriculture marketing
- (e) Understanding rural India

Section – C

Answer the following questions. Each question carries **ten** marks.

3. Discuss major differences in urban and rural market research. Suggest sources of primary and secondary research rural area.

OR

Discuss types of rural communication. Examine challenges in rural communication. Suggest strategies for effective rural communication.

4. Discuss segmentation, targeting and positioning (STP) strategy for a product of your choice for rural market.

OR

Explain functions and schemes of NABARD for accelerating rural development.

5. How factors like social class, reference groups and lifestyle do differs in urban and rural markets ? What implications do these differences have for marketer for non-farm products ?

OR

What do you understand by promotion ? Suggest strategies to promote cellular services in rural market.

6. Discuss the role of different marketing agencies and institutions in helping the rural market.

OR

What are the key behavioural dimensions that must be considered while planning a rural distribution strategy ?

7. What do you understand by rural marketing ? Explain the process of marketing of tractor and power tiller.

OR

Explain the contents of a standard market research report. Discuss importance of each step.