

SVKM's NMIMS University
School of Distance Learning

Rural Marketing

Date: 21.12.2007

Time: 3.00 to 6.00

Marks: 100

Instructions

1. Please be brief & to the point.
2. Please state your assumptions clearly.
3. Question no 1 is compulsory & carries 25 marks.
4. Attempt any five questions from question no 2 to 9 each carrying 15 marks.
5. Total marks 100

Q1. Define the following. (Any 5)

Marks 25

- a) Rural Marketing with a suitable example
- b) Major influencer's of Buying Behavior in Rural Marketing
- c) New Product Decision in Rural Marketing
- d) Product Adaptation
- e) Packaging Decision
- f) Pricing Decision
- g) Channel selection
- h) Celebrities used in rural Marketing

Q2. Discuss "Rural Marketing" in reference to Indian Market Or

Q2. If you are a Marketing manager of an FMCG company would you like to market your brand of Soap in Rural Market?

Q3. Discuss with a example of your choice with reference to environment of Rural marketing India? Or

Q3. Explain in Brief "Future of Indian market is in Rural Marketing?"

Q4. Discuss the importance of Marketing Research in Rural Marketing? Or

Q4. Discuss the Process Of decision making in Rural Marketing?

Q5. Discuss the different brand elements that is important for a rural marketer Or

Q5. Positioning & Segmentation play an important role in rural marketing

Q6. Advertising in Rural Marketing - Explain? Or

Q6. Sales Promotion Planning is important in Rural Marketing?

Q7. Discuss the hierarchy of market for Rural market's Or

Q7. One Stop shop in Rural Marketing Discuss

Q8. Customer Service in rural marketing is Important - Discuss? Or

Q8. Discuss important independent variables of Physical Distribution in Rural marketing?