



BRAINWARE UNIVERSITY

Course – MBA

Rural Marketing (MM304)

(Semester – 3)

Time allotted:3 Hours

Full Marks : 70

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group –A

(Multiple Choice Type Question)

1. Choose the correct alternatives for the following:

10 x 1 = 10

i) _____media have a greater effect than the impersonal ones in the rural marketing context?

- a) Personal b) Impersonal c)Direct d) Indirect

ii) A speciality product is intensively distributed than a shopping product

- a)More b)Less c)Both of the above

iii) A marketing philosophy summarized by the phrase "a good product will sell itself" is characteristic of the _____ period.

- a)Productions b)Sales
c)Marketing d)Relationship

iv) The functions of..... finance and marketing should be integrated to satisfy the needs and expectations of customers.

- a) Sales b) Production
c) Marketing d) Relationship

v) The concept holds that consumers and businesses, if left alone, will ordinarily not buy enough of the organization's products.

- a) production
- b) selling
- c) marketing
- d) holistic marketing

vi) In the relationship marketing firms focus on _____ relationships with _____.

- a) Short term; customers and suppliers
- b) Long term; customers and suppliers
- c) Short term; customers
- d) Long term; customer

vii) Adding new features to a product is advocated by which of the approaches

- a) Product approach
- b) Production approach
- c) Marketing approach
- d) Selling approach

viii) What is the last stage of the consumer decision process?

- a) problem recognition
- b) post purchase behavior
- c) alternative evaluation
- d) purchase

ix) Which of the following is not considered a type of reseller?

- a) wholesaler
- b) retailer
- c) manufacturer
- d) distributor

x) A change in an individual's behavior prompted by information and experience refers to which one of the following concept?

- a) Learning
- b) Role selection
- c) Perception
- d) Motivation

Group - B

(Short Answer Type Questions)

Answer any three of the following

3 x 5 = 15

2. Discuss the nature of rural marketing.
3. Discuss the influence of the marketing offer in creating stimuli among rural people.
4. Explain the role of branding in promoting a product.
5. Briefly describe the changes in economic scenario of rural areas.
6. Briefly explain the steps involved in marketing research process.

Group - C

(Long Answer Type Questions)

Answer any three of the following

3 x 15 = 45

7. Explain the factors that have made rural marketing attractive. [15]
8. How do you segment and develop a target marketing strategy for the following products-
a) Fertilizer b) Cosmetics c) Beverages [5+5+5]
9. How do you price products for different rural market segments (quality-conscious, value-conscious and price conscious). Give justification for the pricing strategy chosen. [15]
10. a) Discuss the opportunities and problems in rural retailing.
b) Explain the developments in the case of (i) Fair-prices shops and (ii) India Post [7+8]
11. Explain the role of Government and NGOs in the marketing of artisan products. [15]