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MBAS 558

Fourth Semester M.B.A. Degree Examination, October 2021

(Regular and Repeater)

BUSINESS ADMINISTRATION

Rural Marketing

Time : 3 Hours

Max. Marks : 70

SECTION – A (Compulsory)

Note : Answer to the question should **not** exceed **six** pages.

(1×15=15)

1. What are the emerging challenges and opportunities in rural marketing ?

SECTION – B

Note : Answer **any five** questions from the following. **Each** question carries **8** marks.

Answer to the question should **not** exceed **five** pages.

(5×8=40)

2. What are the 4As of rural marketing ? Explain.
3. How should marketer respond to the changes taking place in rural environment ?
Give examples.
4. Imagine yourself as a marketer, wanting to introduce a new product in rural market, examine the adoption and diffusion process of new product in rural markets.
5. Examine the role of integrated marketing communication in rural marketing.
Give example.
6. You are the owner of a small grocery outlet covering about 10 rural markets. Recently a big grocery outlet has been started and has started targeting the same set of customers as yours. You are afraid of losing the market and want to identify new segments to target. How would you go about segmenting the market ?

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7. What are the elements in brand building in rural markets ? Discuss considering an example of your choice.
8. Examine the dimensions of channel behaviour in rural markets.
9. Examine how the public private partnership model can be used in rural marketing. Give suitable examples.

SECTION – C
(Compulsory)

Note : Answer to the question should **not** exceed **six** pages.

(1×15=15)

10. With suitable examples, explain in detail the “advanced practices in rural marketing”.

SECTION – B

Note : Answer any five questions from the following. Each question carries 8 marks.

(5×8=40)

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3. How should marketer respond to the changes taking place in rural environment ? Give examples.

4. Imagine yourself as a marketer, wanting to introduce a new product in rural market, examine the adoption and diffusion process of new product in rural markets.

5. Examine the role of integrated marketing communication in rural marketing. Give example.

6. You are the owner of a small grocery outlet covering about 10 rural markets. Recently a big grocery outlet has been started and has started targeting the same set of customers as yours. You are afraid of losing the market and want to identify new segments to target. How would you go about segmenting the market ?