

Total No. of Questions : 10]

SEAT No. :

P3835

[4870]-4017

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M.B.A

**404 : RABM- RURAL MARKETING - II (SPL.)
(2013 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*

Q1) What is the meaning & significance of product strategy? Explain customer value strategies?

OR

Q2) What are product identify strategies? Explain their types.

Q3) What are the factors responsible for pricing strategy.

OR

Q4) Discuss the concept & significance of pricing strategy with relevant examples.

Q5) State the distribution practices and explain its *friends*.

OR

Q6) What is distribution strategy? Discuss distribution decision.

Q7) Discuss Rural retailing with examples.

OR

Q8) What is E-Tailing & PPP models?

Q9) Explain promotion strategy with examples?

OR

Q10) Discuss IMC strategy & Rural Advertising.

