[4870]-3019

M.B.A.

RURAL & AGRI. BUSINESS MGT. SPL.

306 RABM - Rural Marketing - I

(2013 Pattern) (Semester - III)

Time :2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1)   All questions are compulsory.

2)   Each Question has an internal option.

3)   Each question carries 10 marks.

4)   Your answers should be specific and to the point.

5)   Support your answers with suitable live examples.

Q1) a)   Discuss in detail Rural Marketing environment. Also explain their implications on rural Marketers.   **[10]**

OR

b)   Elaborate Bottom of the pyramid approach.   **[10]**

Q2) a)   Enumerate precisely the experiences and learnings from 'Case of Colgate - Education'.   **[10]**

OR

b)   Enumerate precisely the experiences and learnings from 'Case of ITC - e- Choupal'.   **[10]**

Q3) a)   Discuss in detail Environmental factors influencing the decision making process.   **[10]**

OR

b)   Write a note on Brand Loyalty and innovation adoption.   **[10]**

Q4) a)   Explain in detail sources of information in Rural marketing reserach.**[10]**

OR

b)   Discuss in detail challenges in rural marketing research.   **[10]**

Q5) a)   Explain the concept Targeting and Positioning with examples.   **[10]**

OR

b)   Explain in detail emerging segments along with examples.   **[10]**

✦   ✦   ✦   ✦