

Reg No.: \_\_\_\_\_

Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**

Fourth Semester MBA Degree Regular and Supplementary Examination May/June 2023

**Course Code: 20MBA256****Course Name: RURAL MARKETING**

Max. Marks: 60

Duration: 3 Hours

**PART A***Answer all questions. Each question carries 2 marks*

Marks

- |   |   |     |
|---|---|-----|
| 1 | Discuss the importance of rural marketing in current scenario?      | (2) |
| 2 | The status of rural customers is changing. Comment.                 | (2) |
| 3 | What are the bases of segmenting the rural markets?                 | (2) |
| 4 | Mention the two features of advertising in rural markets.           | (2) |
| 5 | Differentiate urban and rural markets based on occupation patterns? | (2) |

**PART B***Answer any 3 questions. Each question carries 10 marks*

- |    |   |      |
|----|---|------|
| 6  | Discuss the major changing trend of rural customer and its impact on rural marketing.                     | (10) |
| 7  | Summarise the challenges in rural marketing research? Also explain what is participatory rural appraisal? | (10) |
| 8  | Examine the various rural specific pricing strategies.  | (10) |
| 9  | Analyse the major advertising strategy in rural marketing?  | (10) |
| 10 | Compare and contrast rural and urban markets.   | (10) |

**PART C***Compulsory question. This question carries 20 marks*

- |    |  |      |
|----|--|------|
| 11 | Evaluate the concepts of 4Ps of marketing and 4As of marketing, using an example of an existing rural FMCG product of your choice. | (20) |
|----|--|------|

\*\*\*\*