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# GIET UNIVERSITY, GUNUPUR - 765022

M. B. A (Fourth Semester Regular) Examinations, May - 2024

## 21MBAMM24001 - Rural Marketing

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

### PART - A

(2 x 10 = 20 Marks)

Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. What are the characteristics of rural marketing?	CO1	K1
b. Write the nature of rural marketing.	CO1	K1
c. Define PESTEL analysis of rural market.	CO2	K2
d. Write the Functioning of 4th phase of evolution of rural market.	CO2	K1
e. Define is opinion leadership strategy.	CO3	K2
f. What are the different types of buying behavior?	CO3	K1
g. Explain the role of packaging styles for rural consumers.	CO4	K2
h. Write is the classification of rural product categories.	CO4	K1
i. What is price reaction and how competitors respond to price changes?	CO5	K1
j. Define product mix pricing.	CO5	K2

### PART - B

(8 x 5=40 Marks)

Answer **ALL** the questions

	Marks	CO #	Blooms Level
2. a. How bottom of pyramid helps an entrepreneur to predict economic variations of rural market?	8	CO1	K2
(OR)			
b. What are the major sectors from rural market contribute in Indian economy?	8	CO1	K5
3.a. Describe four phases of evolution of rural market.	8	CO2	K5
(OR)			
b. What is rural market environmental changes and describe the rural market structural changes?	8	CO2	K3
4.a. Differentiate the characteristics of rural and urban consumers.	8	CO3	K4
(OR)			
b. What is brand loyalty and what are the branding strategies for rural consumers?	8	CO3	K5
5.a. What are the elements of rural marketing mix & describe the marketing mix challenges faced by rural businessman?	8	CO4	K3
(OR)			
b. Describe STP process on the basis of rural consumers.	8	CO4	K2
6.a. Describe price adjustment strategies and Explain different types of price adjustment strategies to sustain the market.	8	CO5	K5
(OR)			
b. Describe price estimation strategy matrix.	8	CO5	K1

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