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Printed Pages—3

MBA OP—004

(Following Paper ID and Roll No. to be filled in your Answer Book)

**PAPER ID : 7163**

Roll No.

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**MBA**

(SEM IV) EVEN SEMESTER THEORY EXAMINATION,  
2009-2010

**RURAL MANAGEMENT**

*Time : 3 Hours*

*Total Marks : 100*

**Note :** *Attempt all questions.*

1. Attempt any four parts of the following : (4x5=20)
  - (a) Define rural marketing. How do you add value to rural marketing ?
  - (b) Explain the physical structure of Rural markets.
  - (c) Discuss various Rural Communication Channels.
  - (d) Explain the buying pattern of Rural Consumers.
  - (e) Briefly explain the measures taken by Govt. to accelerate rural development.
  - (f) "Corporate Enterprises, as a part of social responsibility should develop rural areas" suggest an action plan for a company like H.U.L.

2. Attempt any two parts of the following : (2x10=20)
- (a) Why marketers require knowledge of consumer behaviour ? Explain the model of consumer behaviour in brief.
  - (b) Discuss the methodology of MICA rural market Index.
  - (c) Discuss about the product identity strategies used by rural marketers.
3. Attempt any two parts of the following : (2x10=20)
- (a) Identify various Rural distribution channels. List any three channel levels of distribution.
  - (b) "Marketing approaches vary with degree of segmentation". Explain.
  - (c) What is marketing of Agricultural products ? Discuss types of Agricultural Inputs.
4. Attempt any two parts of the following : (2x10=20)
- (a) Define Marketing Research. Discuss few differences in urban - rural Market Research.
  - (b) Discuss the role of various financial Institutions in rural marketing.
  - (c) Explain the concept and significance of Marketing Information system in Rural Markets.

5. Write short notes on any two : (2x10=20)

- (a) Government efforts towards development of rural markets.
- (b) Challenges in Agricultural Marketing.
- (c) Promotion strategy in Rural Market.
- (d) Functions and schemes of NABARD.

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