

PGDM SECOND SEMESTER EXAMINATION - 2016

PAPER CIS1.1 : RURAL MARKETING

Time : 2 hours

Max. Marks : 50

- Note :*
- i) Answer ALL the questions.*
 - ii) Do as directed in both of the Sections A and B.*
 - iii) The figures in the right-hand margin indicate marks composition.*

SECTION-A

1. Answer any SIX of the following parts : (6 x 5 = 30)
- (a) What do you understand by Rural Marketing?
 - (b) In your opinion what career prospect do you expect in the field of fast emerging area of Rural Marketing?
 - (c) Who are Opinion Leaders in the Rural Market and what kind of role they play in the entire process of Rural Marketing?
 - (d) Explain the various characteristics of Rural Market?
 - (e) In your opinion what role the Rural Market may play in promoting the Brand of a Product or Services in the Rural Market.
 - (f) How do you analyze the Growth and Development Scenario in the Indian Rural Market?
 - (g) If you have to launch a product in the Rural Market of India, elaborate the prospective constraints you may face in the Rural Market.
 - (h) Rural Market is dynamically behaving. Explain with the help of examples how the Demand Pattern is changing in the Rural Market.

SECTION-B

2. Write explanatory notes on any TWO of the following : (2 x 10 = 20)
- (a) Profile of Rural Development.
 - (b) Factors influencing Rural Consumer Behaviour.
 - (c) Channel Strategy for Rural Markets.
 - (d) Role of Rural Youth in Brand Promotion.