Total No. of Questions :5]

SEAT No. :

P1745

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[4970]-3019

M.B.A.

306: RABM (SPL.)

Rural Marketing - I

(2013 Pattern) (Semester - III)

Time : 2.5 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 answer with suitable live examples.*

Q1) a) Elaborate Bottom of the pyramid approach. **[10]**

OR

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

Q2) a) Enumerate precisely the experiences and learnings from Case of 'HUL-Project Shakti' which can be applied in present era of Rural Marketing in India. **[10]**

OR

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

Q3) a) Explain in detail buying behavior patterns and also buyer characteristics. **[10]**

OR

b) Elaborate various 'Models of Consumer Behavior'. **[10]**

P.T.O.

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

OR

b) Explain significance of information and also differentiate between rural versus urban marketing research. **[10]**

Q5) a) Discuss in detail bases for segmentation. **[10]**

OR

b) Explain the concept Targeting and positioning with examples. **[10]**

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