

Paper Code: MBA-OP 04

Roll No.

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MBA
(SEM IV) EVEN SEMESTER EXAMINATION, 2015-16
RURAL MANAGEMENT

[Time: 3 hrs.]

[Max. Marks: 100]

Note:- Attempt all questions. All questions carry equal marks.

1. Attempt any four parts of the following: -

[5x4=20]

- (a) Explain the classification of economic activities.
- (b) Describe the constitution of Rural Markets.
- (c) Explain the psychographic bases of segmentation.
- (d) Discuss the types of data in Market Research.
- (e) Explain the factors affecting the marketing of Consumer Durables in Rural India.
- (f) Explain the importance of Rural Markets in today's scenario?

2. Attempt any two parts of the following: -

[10x2=20]

- (a) Define Rural Market. What are the factors leading to corporate interest in rural market?
- (b) Describe the classification of Rural Market.
- (c) What are the various types of rural communication? Explain the challenges of each type.

3. Attempt any two parts of the following: -

[10x2=20]

- (a) What are the bases of Segmentation of Rural Marketing?
- (b) Describe MICA Rural Market Index.
- (c) Explain the Product and Pricing strategy suitable for rural market.

4. Attempt any two parts of the following: -

[10x2=20]

- (a) Explain Agricultural inputs and their types.
- (b) Describe the Distribution Channels of Rural Marketing.
- (c) What are the various challenges of rural marketing?

5. Attempt any two parts of the following: -

[10x2=20]

- (a) Describe the sources of Rural Financing.
- (b) Explain the functions of NABARD.
- (c) List the advantages of a Market research report?