

Subject : Elective-IV : Rural & Social Marketing (Marketing Management)

Day : Thursday
Date : 16/06/2016



Time : 10.00 AM TO 1.00 PM
Max Marks : 70 Total Pages : 1

N.B:

- 1) Attempt **ANY THREE** questions from Section- I and **ANY TWO** questions from Section-II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answer to both the sections should be written in the **SAME** answer book.

SECTION-I

- Q.1** What is Rural Marketing? Explain the myths and relating of Rural Market. (14)
- Q.2** Write a detail note on opportunities and challenges in entering Rural Market. Justify your answer with suitable examples. (14)
- Q.3** How in Rural Marketing strategies distinct than Urban Marketing Strategies? (14)
- Q.4** What role IT can play in Rural Marketing? Explain significance of IT by using E- Chaupal of ITC. (14)
- Q.5** Write short notes on **ANY TWO**: (14)
- a) Social Marketing Challenges
 - b) Rural Marketing Research
 - c) Future A Rural Marketing
 - d) Marketing Mix for Rural in India

SECTION-II

- Q.6** Prepare a social marketing plan for Medicare in India. (14)
- Q.7** With the positive encouragement from central government, Indian company is planning to launch a solar pump in Rural Market. Prepare a marketing strategy for the same. (14)
- Q.8** Critically evaluate the market segmentation strategies used by leading marketing companies in India. (14)

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