

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

Day : Wednesday

Date : 21/12/2016

S.D.E.



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.
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SECTION-I

- Q.1** Compare characteristics of Rural Consumers with Urban Consumers. (14)
- Q.2** Why the marketing mix strategies- product, price, promotion & distribution need to be different? Elaborate with examples. (14)
- Q.3** Web portals like e-Chupals, etc, have revolutionized the rural marketing in India. Discuss role of IT in Rural Marketing on this background. (14)
- Q.4** Explain how Marketing of Rural cottage industry products can be done. Also explain role of KVIC – Khadi & village industry Commission in Marketing of Rural cottage industry products. (14)
- Q.5** Write short notes on **ANY TWO**: (14)
- a) Foundation of social Marketing
 - b) Social Marketing applied in Health Care
 - c) Rural Marketing Research

SECTION-II

- Q.6** A famous ready – to –eat product – Maggie Noodles wants to explore rural markets for expansion. They want inputs a minimum acceptable price of the product, minimum weight of the package & distribution methods. How would you find the details required by Maggie Noodles? (14)
- Q.7** Suggest promotion strategies for marketing of mobile phones in rural area. (14)
- Q.8** How an educational institution can use social media like face book, Twitter, what's app etc to Market themselves? (14)