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Roll No

MAM-503

MAM/MBA (Dual Degree/Integrated Course), V Semester

Examination, December 2017

Rural Marketing

Time : Three Hours

Maximum Marks : 70

- Note:* i) Attempt any Five questions.
ii) All questions carry equal marks.

1. Define the meaning, definition and characteristics of rural marketing.
2. What are the important characters of environmental factors in rural marketing? Explain.
3. What are the main factors to influencing buying behaviour of rural consumers in India?
4. Write a note on marketing mix for rural market.
5. Differences between the rural customer and urban customers.
6. Write about the marketing of Agricultural inputs with special references to fertilizers.
7. Write a note on Agricultural Marketing. <http://www.rgpvonline.com>
8. Write a note on segmentation and positioning strategies for rural market with suitable examples.
