

M.B.A. (GM-MM) Sem.-4 Examination

LS-405

Ru. M.

Time : 2-30 Hours]

April-2025

[Max. Marks : 70

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| Q.1. | A) What are the segments in rural marketing? Explain the profile of Rural India in detail. | 14 |
| Q.2. | A) Explain in detail the marketing research process in rural areas with relevant examples. OR B) Describe in detail the role of studying consumer behaviour for rural market. | 14 |
| Q.3. | A) "Innovation is the key factor in understanding and upgrading the rural market in the times of tough competition." Explain. OR B) Explain the need for paradigm shift in rural market. | 14 |
| Q.4. | A) "Banking services, if communicated can create a dynamic change in the rural consumer behaviour." Explain in context to the challenges and strategies of banking services in rural market. OR B) What is the roadmap of rural marketing? Explain the 4 A's of rural marketing. | 14 |
| Q.5. | Explain the role of Information Technology for sustainable rural development. | 14 |
