

IMBA in BI/IB/APR Sem.-8 Examination

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Time : 2-30 Hours]

May-2025

[Max. Marks : 70

- Instructions:** (1) This paper contains **FIVE** questions.
(2) All questions are compulsory.
(3) Question No.2, 3, 4 have internal options.
(4) Figures in the right side in parenthesis indicate marks.

Q:1 Differentiate between rural and urban marketing along with cultural, religious and traditional factors affecting consumption in rural marketing. (14)

Q:2 Define segmentation and explain in brief various conditions for effective segmentation along with various approaches for segmenting rural market in India and (14)

OR

Q:2 Write a note on following: (Each 7 Marks) (14)
1. Line Pruning and Line Stretching
2. Product Strategies

Q:3 "Price is an important factor in marketing mix." Justify the said statement along with various pricing strategies with suitable example. (14)

OR

Q:3 Write a note on following: (Each 7 Marks) (14)
1. Mass Media and Unconventional Media
2. 4 As of Marketing

Q:4 Define distribution in terms of marketing mix along with various channel structures and types of distribution in rural marketing. (14)

OR

Q:4 Write a note on following: (Each 7 Marks) (14)
1. Innovation Distribution Model
2. Agricultural and Non-agricultural Product Marketing having government support.

Q:5 Take any brand of your choice in FMCG sector. Write overall rural marketing strategies for the brand considering marketing mix decisions including brief introduction of the brand. Only include those points which are essential to make marketing mix decisions. (14)
