

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7163

Roll No.

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MBA
(SEMESTER-IV) THEORY EXAMINATION 2012-13
RURAL MANAGEMENT

Time : 3 Hours]**[Total Marks : 100****Note :** Attempt all the sections.**SECTION – A**

1. Answer all ten questions in 50-75 words. All questions carry equal marks. **10 × 2 = 20**
- What is Agricultural Input ?
 - What is Marketing Network in Rural Marketing ?
 - What are non farm products for Rural India ?
 - What are the advantages of Market Information Report ?
 - Distinguish Rural Marketing with Urban Marketing.
 - Explain Lin-Quest ratings ?
 - What is MICA rating ?
 - What do you mean by Mandi ?
 - What do you mean by weekly Haats in Rural Market ?
 - Descriptive research aimed to provide conclusion to the problems.

SECTION – B

2. Answer any three of the following questions in not more than 200 words : **3 × 10 = 30**
- Discuss the impact of social reforms on rural consumption.
 - Explain the schemes and patterns of NABARD.
 - Explain types of Rural Communication. Also examine challenges in Rural Communication.
 - Explain the contents of a Standard Market Research Report.
 - Design marketing of non farm products for Rural Market.



SECTION – C

Answer the following questions in not more than 500 words :

5 × 10 = 50

3. What factor would determine Rural Market Segmentation ? Also discuss their relative importance.

OR

“Exchange Schemes created a revolution in consumption of Rural Areas.” Comment in reference to the consumption pattern consumer durables in Rural Areas.

4. Length of distribution is longer and hence makes the products a little expensive for Rural Market. Comment.

OR

“Rural market is coming for rescue to corporates with the saturation of the urban market they have been concentrating their activities till now.” Critically evaluate the statement with the help of suitable examples.

5. What do you mean by Rural consumer behavioural pattern ?

OR

Design distribution channel for direct to home service to rural areas of Uttar Pradesh. Also explain the merits of the model you design.

6. Financing for Rural Market has always been an issue and has largely been limited to Governmental institutions. Comment on this in light of the changing pattern of rural financing sources.

OR

Critically evaluate the role of different marketing agencies and institutions engaged in enriching regarding Rural Market.

7. Write short notes on any two of the following :

- (1) Types of Rural area settlement.
- (2) Thomson Rule of Market Index.
- (3) Rural Marketing Research.
- (4) Rural Society and Technology.