

SPECIALIZATION GROUP (OPENSPECIALIZATION)

QUESTION – BANK

MBA FOURTH SEMESTER - 2014

RURAL MANAGEMENT – (OP – 01)

UNIT – I

I : SHORT ANSWER TYPE QUESTIONS :-

- Q. 1 : What do you mean by Rural Management?
- Q. 2 : Write about Corporate interest in reference to Rural Market?
- Q. 3 : What is Rural Market?
- Q. 4 : Throw some light on Rural Communication?
- Q. 5 : What is Rural Product?

II : LONG ANSWER TYPE QUESTIONS :-

- Q. 1 : What do you mean by Rural Communication and what are its types?
- Q. 2 : Classify Rural Product and Rural Market?
- Q. 3 : Write notes on :-
 - (A) Market Size
 - (B) Physical Structure of Rural Society
- Q. 4 : What do you mean by Socio-economic Reference? Also write about uses of durable and non-durable by Indian Rural Folk?
- Q. 5 : Throw some light on Marketing of Consumer durables? Also mention challenges & strategies of Rural Consumer?

UNIT – II

I : SHORT ANSWER TYPE QUESTIONS :-

- Q. 1 : What do you mean by Rural Consumers?
- Q. 2 : Throw some light on Rural Market Segmentation?

Q. 3 : What is MICA Rating?

Q. 4 : What do you mean by Pricing of Rural Product?

Q. 5 : What is Targeting?

II : LONG ANSWER TYPE QUESTIONS :-

Q. 1 : What are the various bases on which Market Segmentation is done in Rural Markets?

Q. 2 : Throw some light on Rural Consumer's in India, with their Geographical spread and differentiate?

Q. 3 : Write about :-

(A) Thomson Rule of Market Index

(B) Lin-Quest & MICA Rating

Q. 4 : What are the Pricing and Promotion Strategies used in Rural Market?

Q. 5 : Discuss the factors which are Influencing Pricing and Promotion Strategies?

UNIT – III

I : SHORT ANSWER TYPE QUESTIONS :-

Q. 1 : What is Agricultural Marketing?

Q. 2 : What are Farm Products?

Q. 3 : Name the different types of distribution channels in Rural Market?

Q. 4 : Write about Marketing Agencies?

Q. 5 : Throw some light on Marketing Network?

II : LONG ANSWER TYPE QUESTIONS :-

Q. 1 : What are Agricultural input. Also write its types?

Q. 2 : What are the various efforts made by government for the development of Rural Market? Also discuss challenges faced by Govt. In this?

Q. 3 : Write about Agricultural Marketing? Also elaborate the way through which marketing of non-farm rural products is done?

Q. 4 : Mention all the different Marketing Agencies and Institutions?

Q. 5 : Write about various types of distribution channels which are available in Rural Marketing?

UNIT – IV

I : SHORT ANSWER TYPE QUESTIONS :-

- Q. 1 : What do you mean by Marketing Research?
- Q. 2 : What is Market Report?
- Q. 3 : What is Rural Financing?
- Q. 4 : Explain Good Finance System?
- Q. 5 : What is Market Information?

II : LONG ANSWER TYPE QUESTIONS :-

- Q. 1 : Write about Market Research and also mention various Major Techniques of Market Research?
- Q. 2 : What do you mean by Market Report? Mention its Advantages?
- Q. 3 : Introduce Rural Financing? What are the various sources of Finance?
- Q. 4 : Discuss about NABARD (A national level credit agency), with its functions?
- Q. 5 : Briefly explain the schemes and patterns of NABARD Bank?