

Total No. of Questions : 8]

[Total No. of Printed Pages : 2

Roll No

MAM-503

**Master of Applied Management (Dual Degree),
V Semester**

Examination, December 2016

Rural Marketing

Time : Three Hours

Maximum Marks : 70

- Note :** i) Answer any five questions.
ii) All questions carry equal marks.

1. Discuss concepts and scope of rural market.
2. Explain characteristics of rural market. What Environmental factors affects rural market? Discuss.
3. Differentiate between rural consumer and urban consumers.
4. State problem in rural market. Discuss relevance of marketing mix for rural market.
5. What is segmentation and targeting? Discuss positioning strategies for rural market.
6. Discuss distribution strategies for rural market with suitable example.

7. Write a note on agriculture marketing and its economic importance.
8. Discuss marketing strategies for fertilizers.
