



Sanjay Ghodawat University, Kolhapur

2018-19

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

Year and Program SY MBA

School of Commerce and
Management

Department:- Management

Course Code:-MMC MM 618

Course Title :- Rural
Marketing

Semester – Even

Day and Date *Tuesday*
04/06/2019

End Semester Examination

Time: 3 hrs, Max Marks: 100
2-30 to 5-30 pm.

Instruction: All Questions are compulsory.

		Marks	COs	Blooms Level
Q.1	Answer the following			
a)	Describe evolution of Rural Marketing.	10	CO1	L ₂
b)	Illustrate environmental forces in Rural Marketing.	10	CO1	L ₃
	OR			
b)	Show changes in Rural Market since launching of Cable TV Channels.	10	CO1	L ₃
Q.2	Answer the following			
a)	Analyze factors affecting Rural Buying Behaviour.	10	CO2	L ₄
b)	Analyze Rural Marketing Process with example.	10	CO2	L ₅
	OR			
b)	Criticize Rural Research on the basis of its application in marketing.	10	CO2	L ₅

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Q.3 Answer the following

- a) Apply segmentation concept to Rural Markets. 10 CO3 L₃

OR

- a) Show the factors in Rural Price Setting 10 CO3 L₃

Q.4 Answer the following

- a) Illustrate the role of channel members in Rural Marketing. 10 CO4 L₃

- b) Assess the role of Rural Logistics in effective Rural Marketing. 10 CO4 L₅

- c) Evaluate the mode of Rural Communication. 10 CO4 L₅

OR

- c) Analyze role of religion in designing Rural Communication. 10 CO4 L₄

Q.5 Answer the following

- a) Prepare requirements of good packaging in Rural Market. 10 CO1 L₆

- b) Evaluate Project Shakti. 10 CO3 L₅

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