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SEAT No. \_\_\_\_\_

No. of printed pages: 01

**SARDAR PATEL UNIVERSITY**

**B.Com THIRD SEMESTER (CBCS) EXAMINATION**

**MONDAY, 26 NOVEMBER, 2018**

**UB03ECOM06 RURAL MARKETING**

**TIME: 10.00 A.M. TO 12.00 P.M.**

**TOTAL MARKS: 60**

Note: Figures to the right indicate marks.

Draw diagrams and cite examples wherever necessary.

Q.1 Explain the concept of Rural Marketing. Discuss the nature of Rural Market in India. (15)

**OR**

Q.1 Elucidate the scope of Rural Marketing and discuss the importance of Rural Marketing. (15)

Q.2 Explicate the Factors affecting the Rural Consumer Behavior. (15)

**OR**

Q.2 Describe in detail the Rural Consumer Buying Decision process. (15)

Q.3 Describe the stages of new product development process. (15)

**OR**

Q.3 Write Short note on: (a) Product Life Cycle and (b) Developing Marketing Mix for Rural Markets. (15)

Q.4 Explain the concept of pricing strategy and Discuss in detail Pricing Objectives. (15)

**OR**

Q.4 Explicate the distribution and promotion decision affecting rural marketing. (15)

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