(2.5 Hours)

[Total Marks: 75]

NB:			
1. Re	ad ti	he questions carefully before answering	
		s to the right indicate the full marks	
			E
3. G	ve e	xample when necessary	Y
		26 to the 20	
Q.1	1	Answer the following	15
_	1	CASE STUDY A STATE OF THE STATE	
	(Over the last 50 years, Bisleri came to India, expanded its business, grew bigger and	- VC.
		became synonymous with water. Bisleri currently has 122 operational plants, of which 13 are owned by the company, and a distribution Over the last 50 years, Bisleri came to	Ş
		India, expanded its business, grew bigger and became synonymous with water. Bisleri	
		intends to launch Promotional campaign for India's rural market.	
		Answer the following question:	
		a. Describe the promotion strategy that will be used to promote the Bisleri	4
		Aproducts A B A A A A A A A A A A A A A A A A A	9
		b. What are the challenges that will be faced by the Bisleri while marketing in	
	-	rural India OR OR	
	D	Discuss Emerging trends of Rural Marketing in India. Give few examples of successful	15
.0	D.	rural marketing strategy	Ġ.,
Q2		Answer the following	0,
6	A	Discuss key characteristics of rural marketing	. 8
0	B	What is the Purpose of Rural Market Research?	1
7	9	ORO ORO	8
7.	C	Describe concepts and characteristics of Rural Economy Explain Rural-Urban disparities and Policy interventions	7
0.3	/D	Answer the following	,
0,0	A	Discuss Distribution Strategies for Rural consumers with examples	8
7.5	B	Explain key differences between rural and urban consumers	7
2,	20	OR OR	
	C	Explain Factors affecting rural consumer behaviour	8
06	D	Discuss E-Choupal (ITC's-Initiative)	7
Q 4		Answer the following Explain Segmentation, Targeting & Positioning for Rural Markets	8
4	A	Explain key components and characteristics of the rural environment	7
2	В	OR OR	•
	ેલ	Elaborate on the Pricing Strategies for Rural Marketing with examples	8
	ે. D	Explain Challenges and Innovative measures for Rural marketing	7
Q5		Write short notes on any three of the following:	15
0		a) Agricultural marketing	
0	Z.	b) Rural media	
	10	c) Objectives of Rural Advertising	
	1	 d) Key demographic factors that influence rural marketing e) Importance of Branding, Packaging and labeling for rural markets 	
13		c) Importance of Dimining, I acknowled and moving for the second	

		(2.5 Hours) [Total Marks:	75]
ľ	NB:	Feb. 763 763 862 763	
1	. Read	d the questions carefully before answering	
2	. Figu	res to the right indicate the full marks	
3	. Give	example when necessary	0/2
Λ1	50	Answer the following	15
Q.1	A	CASE STUDY	13
		Over the last 50 years, Bisleri came to India, expanded its business, grew bigger and	-
		became synonymous with water. Bisleri currently has 122 operational plants, of which 13	5
		are owned by the company, and a distribution Over the last 50 years, Bisleri came to India, expanded its business, grew bigger and became synonymous with water. Bisleri	
		intends to launch Promotional campaign for India's rural market.	
		Answer the following question:	
		a. Describe the promotion strategy that will be used to promote the Bisleri	1
		b. What are the challenges that will be faced by the Bisleri while marketing in	-
		rural India	
	3	S S S ORS S S S	
	B	Discuss Emerging trends of Rural Marketing in India. Give few examples of successful	15
0.0	63	rural marketing strategy Answer the following	100
6	A	Discuss key characteristics of rural marketing	8
0	В	What is the Purpose of Rural Market Research?	7
	6	S' LE ORS LE LE	
	C	Describe concepts and characteristics of Rural Economy	8
กรั	\\D	Explain Rural-Urban disparities and Policy interventions Answer the following	7
9.	A	Discuss Distribution Strategies for Rural consumers with examples	8
	B	Explain key differences between rural and urban consumers	7
	9	OR OR	
- (S	Explain Factors affecting rural consumer behaviour Discuss E-Choupal (ITC's Initiative)	8
0°	Ъ	Answer the following	7
Ø.	A	Explain Segmentation, Targeting & Positioning for Rural Markets	8
	В	Explain key components and characteristics of the rural environment	7
	2	OR OR	
-	O.C.	Elaborate on the Pricing Strategies for Rural Marketing with examples Explain Challenges and Innovative measures for Rural marketing	8
0 5	D	Write short notes on any three of the following:	15
		a) Agricultural marketing	13
	100	b) Rural media	
	S	c) Objectives of Rural Advertising	
-		d) Key demographic factors that influence rural marketing e) Importance of Branding, Packaging and labeling for rural markets	
3.			
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