2.5 hrs			25	Eg.	Marks: 75		1
N.B.			53	o'a	20	3	. W.
1. All Question	ns are com	pulsory.	3	and a	a.		A A
2. Mention the	question	number	properly	nd neatly	1	S S	2.
3. Answer the	questions	in the seq	luence giv	en in the q	uestion p	aper 💉	
1. CASE STUDY:		200	10,	10	Sec.	1st	○ 15
The rural market is an	n attractive	market fo	r the beve	rage marke	t Moon N	fogu is an I	nternational
Fruit Drink, They wa	nt to make	use of this	s large mai	ket to set	hase in Ir	idia.	пстинопат
	and !	S	.5	.5	. 00,00 111 11	3	No
Questions:  a. Describe the r	nadio aless	V.	3/1	1	120	. 60	
a. Describe the r b. What are the	ilicula piatr	Orms that that will b	Will be use	d to promo	te the pro	duct	7 8
in rural India	onanongos	that Will U	e faced by	the produc	t while ma	arketing	,
5	1	2	6	.0"	- Par	10	
2. Answer the follo		100	O.	2	13,	3	123
a. Discuss the ey	Ming. Olution of	aural mark	ceting in In	dia	The same	5	2 8
b. Discuss the va	rious platf	orms for	narketing-d	of agricultu	ral produc	e in India	7
20	CAL	Cir	OR	17	.07		3
c. Explain variou	is types of	Segmenta	tion. Elabo	rate on ho	w effective	segmentati	ion can be
done in the co	ntext of Ru	iral-marke	ts.	how have		4	8
d. Describe the s products to tar	get the run	al market	egies, which	n can be en	npioyed to	develop or	modify the
and the	10	30	, es	C.	\$	. 2	,
3. Answer the followi	ng 💸	. 9	50	10.	.00	5	
a. Explain the pr	icing strate	gies that a	re adopted	by the ma	rketers in i	ural India.	8 .
b. Write a short r	iore Kole o	Agricuit		conomic d	evelopme	it of India	
c. Discuss with e	xample the	distributi			ted for the	rural catego	orv 8
d. Differentiate b	etween Ru	ral vs Urb	an marketi	ng	000		7
1 2 1 3		10	12	Ter	30,		
Answer the following a. Discuss the Info	ng Formal or F	్లు olk Media	Platforms	weed for n	Sanationa	: +b -	
rural market	Omar Ora	OIK IVICUIE	in lationing	used for p	TOHIOHOUS	in the	8
b. Write a short n	ote on vari	ous types	of sales pr	omotion st	rategy for	Rural Mark	ets 7
The same		2	OR	1,			
c. Discuss the rea	son for the	fast-emer	ging consu	imption pa	ttern in rui	ral areas?	8
d. Explain with ex Rural Consume	kampies va	nous Stra	tegies adop	ted by var	ious comp	anies to Uno	derstanding
içurar Consumo	15 A.	1	200				7
. Explain Any3 of the	following						15
4 th	The state of the s						
a. 4 A's of Rural	A Park	,	3				
b. Project HULS	- 61						
c. Broadcast Med	ia 🤝	3					
d. E- Choupal e. Cultural sensitiv	uitu for mr	al market					
Cultural schilli	vity for fur	ap market	****	**			
4.							

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