

16-12-16

**DOON UNIVERSITY, DEHRADUN (UTTARAKHAND)**

**END SEMESTER EXAMINATION- 2016**

**IMBA V SEMESTER**

**IBMA-505 RURAL MARKETING**

**Note: Attempt all questions**

**MM-50**

**Time: 3Hours**

**Section-A**

**4x5=20**

- 1- What are the components of rural marketing?
- 2- Discuss the occupation and expenditure pattern of rural consumer?
- 3- What are the socio-cultural factors of rural consumer?
- 4- What do you mean of diffusion of innovation? Explain with example?
- 5- Discuss rural market segmentation?

**Section-B**

**2x7.5=15**

- 6- Describe rural marketing environment in detail and discuss the problems faced by a firm while operating in rural area?
- 7- Discuss the consumer personality and lifestyle components? How it influences rural consumer buying behavior?

**Section-C**

**15**

- 8- Discuss segmenting, targeting and positioning strategy of rural marketing in case of durable products?