

24/3/2018



DOON UNIVERSITY, DEHRADUN (UTTARAKHAND)

MID SEMESTER EXAMINATION- 2018

MBA IV SEMESTER

MMS-539 RURAL AND SOCIAL MARKETING

Note: Attempt all questions

MM-30

Time: 2Hours

10X3=30

- 1- Discuss the environmental components of rural marketing?
- 2- What are efforts made by Government under five year plans for the development of rural India?
- 3- Differentiate between rural and urban consumer?