

Dr. Babasaheb Ambedkar Open University, Ahmedabad

Term-End Examination : January-2026

Course Name : MBA

Subject Name : Rural Marketing

Subject Code : MBA04EM409

Date : 03-03-2026

Time : 03:00PM TO 05:15PM

Max Marks : 70

Q.-1. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) Rural promotion in formal media refers to using traditional and formal media channels to reach rural audiences. -Elaborate it.
- (2) Discuss the Characteristics of rural industry in detail.

Q.-2. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) Write a detail note on No frills Products in rural Markets.
- (2) Discuss the development of Rural Infrastructure in India.

Q.-3. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) Define Rural Marketing and explain the Nature of Rural Marketing.
- (2) Describe the Challenges and Impacts of Employment based Relocation in Rural Marketing.

Q.-4. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) Describe the Supply Chain Strategies in Rural Marketing.
- (2) Describe the Promotion Mix in Rural Marketing in detail.

Q.-5. Write short notes on any three of the following topics. (09)

- (1) Significance of Rural Industrialization.
- (2) Branding.
- (3) Distribution up to the Feeder Market.
- (4) Types of Rural marketing in detail.
- (5) Industries Driving Migration.

Q.-6. Choose the correct option (A, B, C, or D). (05)

(1) Rural consumers are -----

- A) Price Sensitive
- B) Less Price Sensitive
- C) Quality Conscious
- D) None of the Above

(2) Migration refers to:

- A) Transfer of goods
- B) Movement of individuals from one place to another
- C) Change in occupation
- D) Change in income level

(3) Which of the following is the most effective form of promotion in rural India?

- A) Television advertisements
- B) Word-of-mouth recommendations
- C) Newspaper ads
- D) Social media marketing

(4) How does predictive maintenance benefit rural logistics?

- A) By increasing equipment failure rates
- B) By using AI to forecast machinery breakdowns before they occur
- C) By eliminating the need for transportation
- D) By reducing the need for inventory management

(5) What does product adaptation in rural marketing primarily focus on?

- A) Reducing product costs
- B) Aligning products with local tastes and preferences
- C) Increasing distribution efficiency
- D) Standardizing products for mass appeal
