PRN:		Course Code :	PBAMM307R

Second Year **M.B.A.** End Semester Examination Winter 2024

Rural and Retail Marketing 000507

Day and Date: Mon - 2 DEC 2024 Max Marks: **50**

Time : 10:30AM To 12:30PM Duration: **02**Hrs

Instructions: All questions are compulsory.

			Marks	Bloom's Level	CO
Q.1		**Attempt any two from the following**			
	a)	Find out different characteristics of rural marketing	06	L1	CLO1
	b)	Summarize Challenges & opportunities of Marketing in rural areas	06	L2	CLO1
	c)	Identify Data gathering techniques in rural marketing	06	L3	CLO1
Q.2		**Attempt any two from the following**			
	a)	Analyze product development strategies for rural market.	06	L4	CLO2
	b)	Describe Effective communication strategies in rural market.	06	L2	CLO2
	c)	List out factor influencing on supply chain decisions in rural market.	06	L4	CLO2
Q.3		**Attempt the following**			
	a)	Describe the concept of Omni-channel retailing	06	L2	CLO3
	b)	Explain different types of retail location strategies.	07	L2	CLO3
		or			
	c)	Develop marketing campaign for retail markets.	07	L3	CLO3
Q.4		**Attempt the following**			
	a)	Interpret role of technology in retail marketing	06	L1	CLO4
	b)	Discuss digital marketing strategies for reaching rural consumers.	07	L6	CLO4
		or			
	c)	Determine sustainable rural and retail marketing strategies for industry building.	07	L5	CLO4

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