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W-941

M.B.A. (Final Year) Examination, (Distance Mode) December-2020

RTM

Paper - 201

Rural Marketing

Time : Three Hours

Maximum Marks : 70

Minimum Pass Marks : 28

Note : Attempt **all** questions.

- Q.1. What do you mean by Rural Marketing? Explain its importance.
- Q.2. What is buying motives? Describe various factors effecting buying motives.
- Q.3. Describe Product Life Cycle.
- Q.4. Describe nature and scope of product pricing decisions.
- Q.5. Describe various factors effecting selection of distribution channels.

