

Total No. of Questions : 07] [SET-A] [Total No. of Printed Page : 02

FINAL EXAMINATION – JULY 2017
MASTER OF BUSINESS ADMINISTRATION (MBA)

Second Year - Fourth Semester
(Marketing Group)

4MBA 4

Retail and Rural Marketing

Time : 3 Hours

Max Marks : 70

Min. Marks : 28

-
- Note : (i) Attempt Any Four from section “A”
(ii) Attempt Any Three from section “B”
(iii) Section “C” is compulsory.
-

SECTION – “A” (Any Four)

4 × 5 = 20

Q.1. Write a short note on:- (Any four)

- (i) Internationalization
- (ii) Retail Brand
- (iii) Importance of supply chain management
- (iv) Sales promotion of retail
- (v) NGOs
- (vi) Problems in Rural Marketing

SECTION – “B” (Any-Three)

3 × 12 = 36

Q.2. What do you understand by Retail Marketing? Explain the type of Retail outlets.

Q.3. Briefly discuss the various types of non-store retailing currently in vogue. What are their limitations?

Q.4. Define the Rural Marketing. Explain the size and structure of rural marketing.

Q.5. What can be the important product strategies for rural marketing? Explain taking the example of consumer durables.

Q.6. What makes location decision in retailing strategic in nature? Discuss with suitable examples the factors necessary to consider before selecting a final site for any store.

Total No. of Questions : 07] [SET-A] [Total No. of Printed Page : 02

FINAL EXAMINATION – JULY 2017
MASTER OF BUSINESS ADMINISTRATION (MBA)

Second Year - Fourth Semester
(Marketing Group)

4MBA 4

Retail and Rural Marketing

Time : 3 Hours

Max Marks : 70

Min. Marks : 28

-
- Note : (i) Attempt Any Four from section “A”
(ii) Attempt Any Three from section “B”
(iii) Section “C” is compulsory.
-

SECTION – “A” (Any Four)

Q.1. Write a short note on:- (Any four)

- (i) Internationalization
- (ii) Retail Brand
- (iii) Importance of supply chain management
- (iv) Sales promotion of retail
- (v) NGOs
- (vi) Problems in Rural Marketing

SECTION – “B” (Any-Three)

3 × 12 = 36

Q.2. What do you understand by Retail Marketing? Explain the type of Retail outlets.

Q.3. Briefly discuss the various types of non-store retailing currently in vogue. What are their limitations?

Q.4. Define the Rural Marketing. Explain the size and structure of rural marketing.

Q.5. What can be the important product strategies for rural marketing? Explain taking the example of consumer durables.

Q.6. What makes location decision in retailing strategic in nature? Discuss with suitable examples the factors necessary to consider before selecting a final site for any store.

SECTION – “C”
(Compulsory Question)

14

Q.7. Explain the marketing mix in Rural India Context also enumerate the main problem areas in rural marketing along with the solution of the problem.

-----X-----

SECTION – “C”
(Compulsory Question)

14

Q.7. Explain the marketing mix in Rural India Context also enumerate the main problem areas in rural marketing along with the solution of the problem.

-----X-----