

PGM-5768

MBA (RD) (Semester-IV) Examination, 2020-21

MARKETING MANAGEMENT AND RURAL MARKETS

[Paper : MBR-618]

Time : Two Hours]

[Maximum Marks :60

Note : Attempt **any four** questions. All questions carry equal marks.

1. "With products being differentiated, more and more markets are certain to become increasingly segmented". Discuss this statement and suggest suitable bases to segment markets for following products :
 - (a) Mahindra Tractors
 - (b) Coke
 - (c) IFFCO Fertilizers
2. "Marketing Mix is a mix of mixes". In the light of this statement, explain the components of marketing mix.
3. Why brands are being developed, instead of Products ? What are the various advantages of Branding to manufacturers, resellers and consumers ?
4. Briefly discuss scope of IPR's for Agricultural products. What are the ways to protect Intellectual Property Rights ?
5. What are components of Management Information System ? Briefly discuss scope of Research for rural market.

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