

Roll No.

Y – 824

MBA (RTM) Final Year EXAMINATION, May/June-2021

DISTANCE MODE

Paper – 201

RURAL MARKETING

Time : Three Hours

Maximum Marks : 70

Minimum Pass Marks : 28

Note—Attempt *all* questions.

Unit-I

1. Throw detailed light on the importance of modern marketing concept. 14

Unit-II

2. Explain the meaning of consumer behaviour. Discuss the various theories underlying it. 14

Unit-III

3. Explain the meaning of product-mix. What factors influence changes in product-mix. 14

Unit-IV

4. “The success or failure of a business depends to a large extent on its price policy.” Discuss. 14

Unit-V

5. Define physical distribution. Discuss its scope and objects. 14