

**Faculty of Business Management****BBA III-Year, CBCS-VI Semester Regular Examinations -June/July, 2022****PAPER: Rural Marketing (M3)**

Time: 3 Hours

Max Marks: 80

**Section-A**

- I. Answer any five of the following questions (5x4=20 Marks)
1. Rural development
  2. Urban marketing
  3. Product line decisions
  4. Media for rural products
  5. Mobile traders
  6. Rural retail system
  7. 4 'A's of rural marketing
  8. Role of brands in rural markets

**Section-B**

- II. Answer the following questions (5x12=60 Marks)
9. (a) Explain the characteristics and problems of rural economy.  
(OR)  
(b) Explain the role of government policies in developing the rural economy
- 10.(a) Explain the nature and scope of the rural markets  
(OR)  
(b) Discuss about the buying decision process
- 11.(a) Discuss in detail about the product mix decisions  
(OR)  
(b) Explain the various competitive strategies used at rural markets.
- 12.(a) Explain the innovative pricing policies adopted by the companies at rural markets.  
(OR)  
(b) Discuss the right promotion mix for rural products.
- 13.(a) Explain the factors affecting the channel of distribution at rural markets  
(OR)  
(b) Explain the impact of technology on rural marketing.

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**Faculty of Business Management****BBA III-Year, CBCS-VI Semester Backlog Examinations –Jan, 2023****PAPER: Rural Marketing (M3)**

Time: 3 Hours

Max Marks: 80

**Section-A**I. Answer any *five* of the following questions (5x4=20 Marks)

1. Disparities between rural and urban
2. Potential of the rural markets
3. Product mix decisions
4. Rural promotion mix
5. Challenges in rural distribution
6. Scope of rural marketing
7. Potential of rural markets
8. Haats in rural marketing

**Section-B**

II. Answer the following questions (5x12=60 Marks)

9. (a) Why rural development is important in economic development?

(OR)

(b) Explain the challenges do the rural development face with suitable examples?

- 10.(a) Explain the advantages and disadvantages of rural markets

(OR)

(b) Explain the characteristics of the rural consumer

- 11.(a) Explain the decisions involved in product packaging

(OR)

(b) Explain the different stages of new product development process

- 12.(a) Discuss about the pricing strategies suitable for rural markets with examples.

(OR)

(b) Explain the promotional campaign suitable for rural markets.

- 13.(a) Explain the different channels of distribution in rural market?

(OR)

(b) Explain the rural marketing information system

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**Faculty of Business Management****BBA III-Year, CBCS-VI Semester Regular Examinations –June, 2023****PAPER: Rural Marketing (M3)**

Time: 3 Hours

Max Marks: 80

**Section-A**I. Answer any *five* of the following questions (5x4=20 Marks)

1. Define rural market?
2. List the characteristics of rural consumers?
3. How rural consumers are brand loyal to their products?
4. How promotion is achieved in rural India?
5. List any two functions of rural distribution?
6. Define rural CRM?
7. What is product adaptation?
8. What are the future trends in rural market in India?

**Section-B**

II. Answer the following questions (5x12=60 Marks)

9. (a) What is Rural economic environment and why do marketers need to study rural economic environment?  
(OR)  
(b) Write a detailed note on various initiatives taken by the governments in rural market?
- 10.(a) Explain the scope, nature and potential of rural markets in India?  
(OR)  
(b) What is rural marketing mix? Design a rural marketing mix for any Consumer durable and justify the answer?
- 11.(a) Explain the suitable competitive product strategies for rural markets in India?  
(OR)  
(b) Explain the factors may influence and need to be considered while developing a new product suitable for rural markets ?
- 12.(a) What is personal selling? Discuss qualities of a good sales man in rural market?  
(OR)  
(b) Discuss in detail different pricing policies adopted by the rural marketers to increase the sales ?
- 13.(a) Discuss in detail about rural marketing information system?  
(OR)  
(b) What are the key behavioral dimensions that must be considered while planning rural distribution strategy? Explain with respect to Economy range of detergents?

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