

SYBMS sem IV Reg Exam April-2023

Malini Kishor Sanghvi College of Commerce and Economics

Subject: Rural Marketing

Class: SYBMS

Sem: IV

Time: 2.5 hours

08/4/23

Marks: 75

Note: 1) All questions are compulsory with internal choice.

2) Figures to the right indicate marks

Q1. A) Fill in the blanks: (Any – 8)

(8 Marks)

1. India is primarily an _____ based country.
2. The rural markets are witnessing a lot of curiosity from the _____ and manufacturing markets.
3. _____ revolutionized village lifestyle by starting e-Choupals.
4. The delay in transporting the good may cause _____ and lead to spoilage.
5. A rural consumer is largely governed by the _____ values of rural society.
6. _____ products are fake products that bear the identical name,/packaging/graphics/colour scheme and even the same name and address as genuine manufacturer.
7. Rural consumers are _____ buyers.
8. Clinic plus launched the _____ for rural households.
9. Rise in _____ income will lead to increase in the sales of consumer durables rural markets.
10. Fair price and weight standards are maintained in _____ markets.

Q1. B) State whether True or False: (Any – 7)

(7 Marks)

1. Rural development in India is the most important factor for the growth of India.
2. Rural to Urban transactions consists of three broad categories of products.
3. Rural marketing has five major areas.
4. Privatisation paved the way for contract farming.
5. NABARD's credit function covers monitoring and distributing ground level credit to development of rural market initiatives.
6. Rural consumer believes in traditions, customs, regressive practices and taboos.
7. Due to lack of financial advice they do not venture into starting something on their own or taking loans.
8. The products that are to be sold in the rural markets should be highly priced.
9. Huge demand for branded products exists in rural markets.
10. Duplicates are not replicas of original brands.

Q2. Define Rural Market. Discuss in detail the problems of Rural Market.

(15 Marks)



OR

Q2. A) Discuss the scope of Rural Market (8 Marks)

B) Explain the government employment schemes. (7 Marks)

Q3. Discuss in detail the demographics of rural market environment. (15 Marks)

OR

Q3. C) Explain the characteristics of rural consumers. (8 Marks)

D) Explain the factors influencing consumer behaviour. (7 marks)

Q4. Discuss in detail the Conventional media and Traditional media. (15 Marks)

OR

Q4. A) What is positioning? Discuss the tasks in positioning. (8 Marks)

B) Explain the behavioural segmentation. (7 Marks)

Q5. A) Discuss the advantages and disadvantages of Conventional media. (8 Marks)

B) Explain the channels of distribution. (7 Marks)

OR

Q5. Short Notes: (Any-3) (15 Marks)

- a) Rural Development in India Scheme
- b) Problems of Fake brands
- c) Rural pricing strategies
- d) Geographic segmentation
- e) Rural Infrastructure