REV-00 BBA/05/10

> BBA 6<sup>th</sup> semester Rural Marketing BBA-29B

Duration: 3 Hrs.

Marks: 70

Marks: 50

{ Part : A (Objective) = 20 Part : B (Descriptive) = 50 }

[ PART-B : Descriptive ]

Duration: 2 Hrs. 40 Mins.

## [Answer question no. One (1) & any four (4) from the rest]

1.	Define rural marketing? Discuss 4 A's of rural marketing.	2+8=10
2.	What are the types of rural communication channel? Discuss the challenges faced in rural communication.	2+8=10
3.	What do you mean by segmentation? Write notes on occupational segmentation and sociological segmentation.	4+3+3=10
4.	What do you mean by product? What are the types of rural product? What are the steps to be followed in case of brand building in rural area?	2+3+5=10
5.	What do you mean by price of a product? Discuss the factors that influence pricing distribution of a product.	2+8= 10
6.	Write notes on a)Penetration pricing c) Optional product pricing e) Location pricingb)Economy pricing d) Captive product pricing and	5x2=10
7.	Define marketing research. What is market report? Write down the importance of market report.	3+2+5=10
8.	What is NABARD? Write down the functions of NABARD	2+8=10

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## [ PART-A : Objective ]

Choose the correct answer from the following:

1. Category of rural marketing consists of

a. 4 types

- b. 3 types
- c. 2 types
- d. None of the above
- 2. Fertilizers, pesticides and seeds are
  - a. Agricultural inputs
  - b. Durable goods
  - c. Non durable goods d. None of these
  - a. None of mese

3. In kutchcha house, wall and roof is made of

- a. Mud, straw, bamboo
- b. asbestos, cement, stone
- c. red bricks, cement, stone
- d. bamboo, cement, bricks
- 4. Nirma soap is an example of
  - a. Fast moving consumer durables(FMCG)
  - b. Consumer durable
  - c. Agri goods
  - d. Rural services
- 5. Rural consumers' buying behavior is influenced by
  - a. Geographical region
  - b. Community
  - c. Society
  - d. All of these
- 6. Process of dividing market into different groups based on one or more variable is called
  - a. Marketing
  - b. Segmentation
  - c. Targeting
  - d. None of these
- 7. Preference in respect of colour in rural area is a
  - a. Geographical factor
  - b. Cultural factor

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1X20=20

c. Seasonal factor

d. All of these

8. Measurable, accessible, differentiable and substantial are the guides for an effective

- a. Segmentation
- b. Targeting
- c. Marketingd. None of these
- u. None of mese

9. Segmentation based on occupation of consumers is termed as

- a. Geographical segmentationb. Occupational segmentationc. Sociological segmentation
- d. Service provider

10. As a guide to segment rural market, Hindustan Thompson associates Ltd. developed

- a. Thompson rule of market indexb. LIN: questc. MICA Rating
- d. None of these
- 11. Three aspects of targeting are
  - a. Evaluation of segmentsb. Selection of segments
  - c. Coverage of segments
  - d. All of these
- 12. Lack of proper storage facilities is one of the challenges of
  - a. agricultural marketing
  - b. Retail marketing
  - c. Direct marketing
  - d. None of these
- 13. New product development involves
  - a. Four stages
  - b. Seven stages
  - c. 5 stages
  - d. All of these

14. The first stage of product life cycle isa. Growth

- b. Introduction
- c. Maturity
- d. Decline

Questionnaire is an instrument for collecting

 a. Primary data
 b. Secondary data

## c. Reportd. Experiment

16. Price is the exchange value of a

a. Productb. Package

- c. Promotion
- d. None of these

17. Captive product pricing is one of the

- a. Pricing strategy
- b. Product strategy
- c. Branding strategy
- d. All of these

18. The type of pricing where the prices are set at a coin value is known as

- a. Value pricing
- b. Economy pricing
- c. Coinage pricing
- d. None of these
- 19. Print media is an example of
  - a. Personal communication channel
  - b. Non personal communication channel
  - c. Display media
  - d. All of these
- 20. The strategy to push the product to consumer using personal selling channel is called as

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- a. Push strategy
- b. Pull strategy
- c. Product strategy
- d. None of these

University of Science and Technology, Meghalaya Date Stamp: SESSION 2016-17 COURSE PAPER Code: NAME OF THE PAPER: SEMESTER For Objective Session: 2016-17 **Instructions to Candidates** Type Questions 1. This answer booklet has 4 pages. Please check before Course Page No. Marks writing whether it is complete or in good condition. Roll No. 2. Do not write your name anywhere in the answer booklet. 3. Write legibly on both sides of the paper Enrollment No. 4. You may use some space for any rough notes or calculation Semester on the answer booklet if you need. These rough notes. calculations must be scored out before submitting the answer Name of the Paper booklet. 5. Do not bring any book or loose paper in the examination Total hall. Paper Code For Descriptive Type 6. Do not tear any page from the answer booklet. Questions 7. Do not write anything on the question paper or blotting Question No. Marks paper or any pieces of paper while you are in the examination hall. 8. Any act of indiscipline or misbehavior in the examination hall will result in your expulsion. 9. No examinee is allowed to leave the examination hall until 30 minutes lapse after the commencement of the examination. 10. Additional answer sheet will be supplied after the main answer booklet is completed.

Scrutinizer's Signature

Total Grand Total