

BBA
FIFTH SEMESTER (SPECIAL REPEAT)
RURAL MARKETING
BBA-504A

(Use separate answer scripts for Objective & Descriptive)

Full Marks : 70

Duration : 3 hrs.

[PART-A : Objective]

Marks : 20

Time : 20 min.

Choose the correct answer from the following:

1x20=20

- Rural marketing is a process of developing, pricing, promoting, and distributing rural specific goods and services leading to desired exchange with
 - Urban customers
 - Customers
 - Rural customers
 - All of these
- Features of Rural Marketing include
 - Large and scattered population
 - High standard of living
 - Modern outlook
 - Compact market
- Emerging profile of rural market in India include
 - The green revolution
 - Media explosion
 - Availability of credit
 - All of these
- Strategies to overcome rural marketing challenges are
 - Satellite distribution system
 - Design product to suit rural
 - Focus on reference group
 - All of these
- In terms of the number of the people, the Indian rural market is almost twice as large as the entire market of the
 - USA
 - USSR
 - USA and USSR
 - EUROPE
- The process of dividing a heterogeneous market, into several sub-markets or segments, each of which tends to be homogeneous in all significant aspects is termed as
 - Segmentation
 - Targeting
 - Positioning
 - All of these
- Bases of Geographic segmentation of rural market include
 - Region
 - Climate
 - Culture
 - All of these
- Usage rate is a base of
 - Psychographic segmentation
 - Behavioural segmentation
 - Geographic segmentation
 - Cultural segmentation
- Linqest is
 - software
 - Brand
 - Rural Market Segmentation Toolsc
 - None of these

10. Characteristics of Rural consumer include
- a. Lack of strong brand-consciousness
 - b. No need of demonstration
 - c. Ask for brand
 - d. All of these
11. Factors influencing rural consumer buying behaviour are
- a. Influence of occupation
 - b. Place of purchase
 - c. Brand preference and loyalty
 - d. All of these
12. Heart of rural marketing is
- a. Price
 - b. Place
 - c. Product
 - d. All of these
13. The product for the rural markets has to be
- a. simple
 - b. convenient usage
 - c. packed for low price
 - d. All of these
14. Banks offer loans for
- a. Shampoo
 - b. Biscuit
 - c. Television
 - d. Toothpaste
15. Different kinds of retailers are
- a. Shops within the village
 - b. Shops located on the main road and not exactly within the village
 - c. Kasba market or the tahsil market.
 - d. All of these
16. Smaller unit packs are preferred by rural consumers in the case of
- a. Durables
 - b. FMCG
 - c. Fertilizers
 - d. None of these
17. The Non-conventional media include
- a. Print
 - b. Cinema
 - c. Melas
 - d. Television
18. Agricultural marketing includes
- a. Assembling
 - b. Storage
 - c. Distribution
 - d. All of these
19. Markets at Local Level are also known as
- a. Grower's market
 - b. Primary market
 - c. Both a and b
 - d. District level markets
20. Durable inputs include
- a. Fertilizers
 - b. Seeds
 - c. Motor
 - d. Pesticides

(PART-B : Descriptive)

Time : 2 hrs. 40 min.

Marks : 50

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

1. Write down the objectives of Agricultural Marketing. What are the challenges of Agricultural Marketing? 5+5=10

2. Write down the challenges of rural marketing. What are the strategies to overcome the challenges? 5+5=10

3. What is physical distribution in rural marketing? In choosing a transportation mode for a particular product, what are the criteria a shippers should consider? What are the channel types that are available in the rural markets? 1+6+3=10

4. Discuss the 4Ps of Rural Marketing mix. Mention the bases of fixing price for a new product. 4+6=10

5. Write notes on any five. 2X5=10
 - a. Linqest
 - b. Undifferentiated targeting
 - c. Concentrated targeting
 - d. Thompson Rule of Market Index
 - e. Multi segment targeting
 - f. Characteristics of Rural Product
 - g. Branding in Rural India

6. Define Rural Marketing. Write down the features of Rural Marketing 3+7=10

7. Discuss the distribution channels in Rural India. Write down the characteristics of Rural Distribution System. 6+4=10

8. What do you mean by Advertising? Discuss the types of Advertising. What are the types of Consumer sales promotion activities followed in Rural Market? Explain. 1+5+4=10

= = *** = =