

BACHELOR OF BUSINESS ADMINISTRATION
FIFTH SEMESTER
RURAL MARKETING
BBA – 504A

**SET
A**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

1. Markets popularly known as haats aremarkets.
 - a. Urban
 - b. National
 - c. Rural
 - d. None of these
2. The following service area has great potential in rural markets.
 - a. Agricultural consultancy
 - b. Events managements
 - c. Telecom services
 - d. All of the above
3. Which is the most important tool for developing the rural market?
 - a. Infrastructure
 - b. Transportation
 - c. Communication
 - d. All of the above
4. Development in agriculture results in overall rural development.
 - a. Technological
 - b. Cultural
 - c. Social
 - d. Structural
5. 'The major factor differentiating the rural and urban markets is.....
 - a. Price sensitiveness
 - b. Lifestyle
 - c. Income stream
 - d. All of the above
6. 'Rural marketing means:
 - a. Movement of goods from urban to rural
 - b. Movement of goods from rural to urban
 - c. Exchange between rural and urban
 - d. Exchange between rural areas
7. Profiling the rural market is a part of.....stage of rural marketing strategy.
 - a. Feedback
 - b. Execution
 - c. Planning
 - d. None of these
8. Moderate quality products are preferred by.....customers.
 - a. Urban
 - b. Rural
 - c. World
 - d. None of these
9. White revolution refers to.....
 - a. Agriculture
 - b. Poultry
 - c. Wheat
 - d. Milk

10. A major portion of rural population consists of.....income group.
 - a. Low
 - b. High
 - c. Medium
 - d. All of these
11. Agro-products include all of the following except:
 - a. Milk powder
 - b. Fruits
 - c. Vegetables
 - d. Corn flakes
12. Many companies are now turning their attention to.....markets.
 - a. Urban
 - b. Rural
 - c. National
 - d. World
13.is an important source of occupation for woman.
 - a. Fishing
 - b. Agriculture
 - c. Livestock farming
 - d. Horticulture
14. The rural population is moving towards urban for:
 - a. Business
 - b. Employment
 - c. Education
 - d. All of the above
15. The most commonly used consumable imputes are:
 - a. Insecticides
 - b. Fertilizers
 - c. Pesticides
 - d. All of the above
16. Which of the following is not a capital impute?
 - a. Straw
 - b. Tractor
 - c. Nylon netting
 - d. Irrigation system
17. Physical distribution activities include:
 - a. Order processing
 - b. Packaging
 - c. Warehousing
 - d. All of these
18. Institutional source of rural credit includes:
 - a. Money lenders
 - b. Landlords
 - c. Regional Rural Banks
 - d. None of these
19. If done through.....the rural marketing would be more effective.
 - a. Fairs
 - b. Door-to-door campaign
 - c. Leaflet
 - d. Village fairs
20.distribution system can be used to penetrate the rural market.
 - a. Exclusive
 - b. Selective
 - c. Satelite
 - d. Intensive

(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

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|---|--------|
| 1. a) What is rural marketing? Explain. | 4+6=10 |
| b) Discuss its scope and significance. | |
| 2. a) What do you mean by rural market segmentation? | 5+5=10 |
| b) Discuss about the basis of rural market segmentation. | |
| 3. a) What are different constraints in rural marketing? | 5+5=10 |
| b) What strategies would you suggest to overcome these? | |
| 4. a) What do you mean by marketing strategy? | 4+6=10 |
| b) Discuss about some rural marketing strategy. | |
| 5. a) What are different types of agricultural imputes? | 4+6=10 |
| b) Discuss about the problems faced by Indian farmers in connection with agricultural imputes. | |
| 6. What are different agricultural marketing agencies and institutions?
Discuss. | 10 |
| 7. a) What do you understand by 'Media Planning'? | 3+7=10 |
| b) What are the major challenges in media planning in connection in connection with rural marketing? | |
| 8. What do you mean by channel of distribution? Highlight on the models of rural distribution system. | 4+6=10 |

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