

Time: 2½ hrs.

- Note:**
1. All questions are compulsory with internal options.
 2. Figures to the right indicate full marks.
 3. Draw neat diagram wherever necessary.

Q. 1 (A) Fill in the blanks with the correct answer from the alternatives given below. (Attempt any 8) (08)

- (1) Many people of Rural India live _____ poverty line.
 - a) above
 - b) below
 - c) at par
 - d) below par
- (2) _____ are targeting rural markets with their personal care and beauty products.
 - a) Consumer durables
 - b) FMCG's
 - c) Agro sellers
 - d) Wholesalers
- (3) Rural areas require Intermediaries such as _____.
 - a) agents
 - b) consultants
 - c) haats/Mandies
 - d) marketers
- (4) _____ is a process of face to face interaction between the salesperson and the prospective customer.
 - a) Customer relationship management
 - b) Public Selling
 - c) Personal selling
 - d) Advertising
- (5) The new model of _____ distribution will be implemented across the 2 million retail stores that are touched by ITC.
 - a) physical
 - b) direct
 - c) indirect
 - d) behavioural
- (6) In rural areas markets are divided into _____.
 - a) parts
 - b) miniatures
 - c) segments
 - d) portions
- (7) In rural India, _____ plays a comparatively minor role, since 'word of mouth' creates more impact.
 - a) social media
 - b) marketing
 - c) purchasing
 - d) advertising
- (8) Market _____ is the process of categorising the market into different groups based on one or more variables.
 - a) segmentation
 - b) share
 - c) profitability
 - d) targeting

(9) Rural consumers are ____ buyers.

- a) conservative
- b) modern
- c) traditional
- d) orthodox

(10) Agriculture contributes to about _____ of GDP of our country.

- a) 15%,
- b) 16%
- c) 17%
- d) 20%

(B) State whether the following statements are true or false. (Attempt any 7) (07)

- (1) Low per capita income has made the rural market price sensitive.
- (2) A multi tier approach decreases the cost of distribution in rural markets.
- (3) Rural marketing is a two way process, including the flow of goods and services from rural to urban areas and the flow of goods and services from urban to rural areas.
- (4) Brands of unorganised sectors are uncommon in rural markets.
- (5) Spillalikes are fakes of original products.
- (6) Media can be divided into non conventional and conventional.
- (7) Puppetry is the most popular form of entertainment for rural people.
- (8) The first Apni Mandi was started in Maharashtra.
- (9) Distribution is a backbone of market oriented business practices.
- (10) Bigger companies make huge profits in rural markets.

Q.2 a) What is Rural Development? Explain the efforts put by the government for Rural Development. (15)

OR

Q.2 b) What are the problems faced by Rural Markets in India. (08)

c) Elaborate the strategies to overcome constraints in Rural Marketing. (07)

Q.3 a) Explain the concept of Rural consumer behaviour in detail. (15)

OR

Q.3 b) Distinguish between Rural consumer and Urban consumer. (08)

c) Elaborate on the characteristics of rural consumers. (07)

Q.4 a) Elaborate on the pricing strategies of rural markets. (15)

OR

Q.4 b) Explain the problem of fake brands in Rural Markets. (08)

c) Discuss the functions of packaging. (07)

Q.5 a) Elaborate on the steps in developing effective rural communication. (08)

b) Explain the distribution models of FMCG companies. (07)

OR

Q.5 Write short notes on (Attempt any 3) (15)

- (1) Positioning
- (2) Haats and Mandis
- (3) Branding
- (4) Non- conventional media
- (5) 4 A's of Rural Marketing

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