

Maximum Marks: 60

Duration: 2Hrs.

N.B.: 1. All questions are compulsory

2. Figures to the right indicate marks

- Q1 a) Explain the Nature and Evolution of rural marketing in India. {8}
b) Explain the different challenges of rural marketing. {7}
- OR
- c) Explain Four 4 Ps with reference to rural marketing. {8}
d) State the difference between rural and urban marketing {7}
- Q2 a) Describe the different myths associated with rural consumers. {8}
b) State the different stages of consumer buying process {7}
- OR
- c) Explain the different roles played by EDP. {8}
d) State the functions of KVIC. {7}
- Q3 a) Explain the role of banks in rural marketing {8}
b) Explain the functions of SHGs in rural marketing. {7}
- OR
- c) Explain the advantages of E-Commerce. {8}
d) Explain the issues faced by E-commerce companies in rural India. {7}
- Q.4 a) Fill in the blanks with an appropriate choice given below each questions. {5}
1. _____ is the process of dividing the total market into a number of sub markets.
a) Market segmentation
b) Market substitution
c) Strategic Marketing
d) Urban Marketing
2. Villagers are more _____ buyers than their urban counterparts.
a) conservative
b) rational
c) sensitive
d) irrational
3. _____ activities add value to the product thereby increasing gross and the net national product.
a) Marketing
b) Manufacturing
c) Advertising
d) Selling & distribution
4. Transacting or facilitating business on the internet is called _____.
a) Online marketing
b) E-commerce
c) M-commerce
d) Marketing

5. Kesri is a regional Newspaper of _____ state.

- a) Punjab
- b) Tamil-Nadu
- c) Bihar
- d) Maharashtra

Q.4 b) Match the column

{5}

No	Group A	No	Group B
1	AGMARK	A	Women empowerment
2	PDS	B	Certification Mark
3	SHG	C	Marine products
4	MPEDA	D	Apex regulatory body of regional rural banks
5	NABARD	E	Distribution of food grain –affordable price

Q.4 c) State the following is TRUE or FALSE

{5}

- 1. Project Shakti is launched by Dabur India.
- 2. Operation Flood is related to Fishery cooperatives.
- 3. Only low priced products will sell in rural India.
- 4. Rural customers are more brand loyal than urban customers.
- 6 .Mass media finds it difficult to penetrate rural areas because audiences are scattered over large distances.

OR

Q.4 d) Short notes (Any 3 of the following)

{15}

- 1. Online Marketers
- 2. Salesman Influence
- 3. Project Shakti
- 4. IT in Agriculture.
- 5. Logistics
