

SYBMS/SEM IV/REG/Rural Marketing

Time: 2½ hrs.

Marks:75

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

- Q.1 (A) Fill in the blanks with the correct answer from the alternatives given below. (08)**
(Attempt any 8)
- (1) The rural consumer values _____
(a) Culture (b) Education
(c) Old customs and traditions (d) Technology
 - (2) _____ product category dominates rural consumption patterns.
(a) Luxury goods (b) Electronic gadgets
(c) Fast-moving consumer goods (d) High-end fashion
 - (3) In India, the _____ has been taking place throughout the rural areas.
(a) Liberalisation (b) Industrial Revolution
(c) Green Revolution (d) White Revolution
 - (4) _____ factor plays a crucial role in influencing rural purchasing decisions.
(a) Brand loyalty (b) Product Quality
(c) Price Sensitivity (d) Social media influence
 - (5) _____ follows the most effective channel of communication in rural marketing.
(a) Television (b) Newspapers
(c) Hoardings (d) Word of mouth
 - (6) The _____ element in the marketing mix is essential in rural marketing due to limited access to information.
(a) Product (b) Price
(c) Promotion (d) Place
 - (7) _____ marketing approach focuses on educating and empowering rural consumers.
(a) Social marketing (b) Digital Marketing
(c) Experiential marketing (d) Cultural marketing
 - (8) _____ season witnesses the highest agricultural activities in rural areas.
(a) Winter (b) Monsoon
(c) Spring (d) Summer
 - (9) _____ is often a major barrier in rural marketing due to poor infrastructure.
(a) Transportation (b) Accessibility
(c) Jobs (d) Communication
 - (10) _____ is crucial in rural marketing to ensure products are durable and can withstand rural conditions.
(a) Product Strategy (b) Pricing Strategy
(c) Distribution Strategy (d) Communication Strategy

- (B) State whether the following statements are True or False. (Attempt any 7) (07)
- (1) Rural consumers often need higher purchasing power compared to urban consumers.
 - (2) Rural marketing strategies are similar to urban marketing strategies.
 - (3) Rural consumers prefer products that are adapted to their lifestyles.
 - (4) Relationship building is not important in rural marketing.
 - (5) Community outreach is relevant in rural marketing.
 - (6) Product quality is not a concern in rural marketing.
 - (7) Rural marketing requires adapting products and services to suit local preferences.
 - (8) Rural marketing does not involve building partnerships with local stakeholders.
 - (9) Market research is necessary for rural marketing.
 - (10) Affordability is not a concern in rural marketing due to higher income levels.
- Q.2 (a) What is Rural Development? Explain the efforts put in by the government for Rural development. (15)
- OR
- Q.2 (p) What are the problems faced by Rural Markets in India? (08)
- (q) Explain the emerging profiles of rural markets in India. (07)
- Q.3 (a) Explain the factors affecting Rural Consumer Behaviour. (15)
- OR
- Q.3 (p) Distinguish between Rural consumers and Urban consumers. (08)
- (q) Elaborate on the characteristics of rural consumers. (07)
- Q.4 (a) Elaborate on the Pricing and Promotional strategies of rural markets. (15)
- OR
- Q.4 (p) Explain the problem of fake brands in Rural Markets. (08)
- (q) Write a note on Positioning. (07)
- Q.5 (a) Steps in Developing Effective Rural Communication (08)
- (b) Discuss the challenges in Rural Communication. (07)
- OR
- Q.5 (p) Write short notes on (Attempt any 3) (15)
- (1) Rural marketing
 - (2) Haats
 - (3) Non- conventional media
 - (4) 4 A's of Rural Marketing
 - (5) Packaging