

Total No. of Questions : 4]

SEAT No. :

P-1872

[Total No. of Pages : 2

[6033]-409

S.Y. B.B.A.

**405E : RURAL MARKETING (Concept & Practices)
(2019 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple Choice Questions :

[5 × 1 = 5]

- i) Rural marketing focuses on which type of market?
 - a) Urban market
 - b) International market
 - c) Suburban market
 - d) Rural market
- ii) Which of the following factors affects rural marketing?
 - a) Political factors
 - b) Technological factors
 - c) Cultural factors
 - d) Industrial factors
- iii) The 4 P's in rural marketing refer to :
 - a) Product, price, place, promotion
 - b) Product, profit, place, promotion
 - c) Profit, price, people, promotion
 - d) Product, profit, people, place
- iv) Which of the following is a challenge in rural marketing?
 - a) High literacy rate
 - b) Well-developed infrastructure
 - c) Homogeneous consumer behavior
 - d) Lack of awareness due to illiteracy
- v) Haats and vans are examples of :
 - a) Agricultural marketing
 - b) Distribution models
 - c) Social media platforms
 - d) Rural infrastructure

P.T.O.

B) Match the pairs :

[5]

Column A	Column B
i) Connectivity	A) Lack of awareness
ii) Adulteration	B) Product, price, place, promotion
iii) 4 P's	C) Distribution models
iv) Consumer purchase decision	D) Transportation network
v) Haats and vans	E) Consumer behaviour

Q2) Long Answer Questions (Solve any 1 out of 2) :

[10]

- Explain the concept, scope, and nature of rural marketing in India. Discuss the factors affecting rural marketing.
- Describe the characteristics of rural consumer behaviour. Discuss the problems faced by rural consumers and their impact on rural marketing.

Q3) Long Answer Questions (Solve any 1 out of 2) :

[10]

- Discuss the role of cooperative and self-help groups in rural marketing.
- Discuss the role of the Agricultural and Processed Food Products Export Development Authority (APEDA) in promoting agricultural exports.

Q4) Short Notes (Solve any 4 out of 6) :

[20]

- Importance of e-marketing on rural consumers.
- Role of social media in rural marketing.
- Role of microfinance and credit services in rural marketing
- Recent trends in rural marketing: E-commerce
- Role of the National Rural Employment Guarantee Act (NREGA) in rural India.
- Role of skill development initiatives in rural marketing.

