

Total No. of Questions : 4]

SEAT No. :

P5969

[Total No. of Pages : 2

[6143]-409

S.Y. B.B.A.

RURAL MARKETING

405 E : 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) Attempt the following.

[5]

A) Choose the correct option.

- a) Moderate quality products are preferred by _____ consumers.
 - i) Urban
 - ii) Rural
 - iii) Educated
 - iv) Graduates
- b) Rural Consumers are _____.
 - i) Price sensitive
 - ii) Less price sensitive
 - iii) Quality conscious
 - iv) Durability Conscious
- c) Quality of agriculture commodities ensured by?
 - i) AGMARK
 - ii) ISI
 - iii) BSI
 - iv) ISO
- d) Globalisation of Country's economy world increase its _____.
 - i) Exports
 - ii) Imports
 - iii) Both Exports & Imports
 - iv) Foreign Exchange
- e) Physical Movement function of Marketing refers to
 - i) Storage
 - ii) Creating demand
 - iii) Financing
 - iv) Recruitment

P.T.O.

B) Match the pairs. [5]

- | A | B |
|---|---------------------|
| a) Rice | i) NABARD |
| b) Regulatory Body for Rural Banking | ii) Commodity Board |
| c) Scheme to enhance livelihood security in Rural areas | iii) APEDA |
| d) Authority to develop Exports of Food products | iv) NREGA |
| e) All India Handloom Board | v) Commodity |

Q2) Solve any 1 of the following : [10]

- a) Define Rural Marketing. Explain the factors affecting the rural Marketing.
- OR
- b) Explain the concept of Rural Marketing with Rural marketing strategies in details.

Q3) Solve any 1 of the following : [10]

- a) Explain Agricultural Marketing with detailed discussion on Role of Commodity board in revenue generation and employment in Rural India.
- OR
- b) What do you mean by consumer buying behavior? Explain in detail the problems of rural consumers.

Q4) Write Short notes on any four of the following. [20]

- a) Jan Dhan Yojana
- b) Cooperative Societies
- c) Self Help Group (SHGs)
- d) Digital Village
- e) Rural Market Index
- f) 4 A's of Rural Marketing

