

Total No. of Questions : 4]

SEAT No. :

PC-1120

[Total No. of Pages :2

[6316]-209

S.Y. B.B.A

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) A) Multiple Choice Questions: [5 × 1 = 5]

- 1) Which of the following is a factor affecting rural marketing?
 - a) Technological factors
 - b) Political factors
 - c) Demographic factors
 - d) None of the above
- 2) What are the 4 P's and 4 A's of rural marketing strategies?
 - a) Product, Price, Place, Promotion, Awareness, Availability, Affordability, Acceptability
 - b) Product, Price, Place, Promotion, Attitude, Accessibility, Affordability, Acceptability
 - c) Product, Price, Place, Promotion, Awareness, Availability, Accountability, Acceptability
 - d) None of the above
- 3) Which of the following is a distribution model used in rural markets?
 - a) Malls
 - b) Supermarkets
 - c) Haats
 - d) All of the above
- 4) Which scheme aims to provide skill development to rural India?
 - a) NREGA
 - b) Jan Dhan Yojana
 - c) Ayushman Scheme
 - d) Skill Development

P.T.O.

- 5) What is the recent trend in rural marketing?
- Tele marketing
 - E-commerce
 - Direct marketing
 - None of the above

B) Match the Pairs: [5]

- | A | B |
|--------------------------|---|
| 1. Agriculture Marketing | a) Awareness, Understanding, Consumer Purchase Decision, Salesmen influence |
| 2. Rural Vs Urban Market | b) FMCGs, Durables, Agri-inputs, Haats |
| 3. E-commerce | c) Importance, Prospects and Issues |
| 4. Consumer Behaviour | d) Connectivity, Electricity, Communication, Healthcare, Education. |
| 5. Distribution Models | e) Importance and Impact of E- Marketing on rural consumers. |

Q2) Long Answer Questions (Solve any 1 out of 2): [10]

- Explain the concept, scope, and nature of rural marketing in India.
- Discuss the characteristics of rural buying behavior and the problems faced by rural consumers.

Q3) Long Answer Questions (Solve any 1 out of 2): [10]

- What is the role of the Indian government in agricultural marketing?
- Explain the importance and impact of e-marketing on rural consumers.

Q4) Short notes (Solve any 4 out of 6): [20]

- Factors affecting rural marketing
- self-help groups (SHG) in rural marketing
- Agricultural export
- Commodity board
- Microfinance and credit services in rural marketing.
- Role of social media in rural marketing.

