

Duration: 2½ Hours

Total Marks: 75

Instructions:

- All Questions are compulsory
- Follow the instructions before every question

Q1. A. Match the Column (Attempt any 8)

[8]

S. No.	Column A	Column B
1	Bicycle	Packaging 9
2	Value Engineering	ITC 10
3	PMRY	Kisan Credit Card 6 8
4	NABARD	Barrier to rural marketing 5 5
5	Many Languages	Branding 7
6	Live stock and Poultry	Cheaper Product 6
7	Symbol & Design	Durable Product 1
8	e-Chaupal	Rural Development by Government 3
9	Protection from spoilage	Traditional Market 2
10	Haat	Allied Sector 4 2

Q1. B. State whether the statements are TRUE or FALSE (Attempt any 7)

[7]

1. Marketing of agri products is done from rural to urban. T
2. FMCG constitutes major portion of rural market. F
3. The status of a consumer has no effect on choice of products in rural area. F
4. The Caste factor continues to impact the overall structure within the society. T
5. Technology has no impact on rural consumer behaviour. F
6. Radio is a traditional form of market. T
7. Competition in the rural market is complex. F
8. Social class is an important base for Psychographic Segmentation. T
9. Direct Marketing involves middlemen. F
10. AMUL is an example of co-operative business model.

Q2. What is rural Marketing? Discuss its scope.

[15]

OR

Q2. What are the various programmes designed by the government for rural development? [15]

Q3. What is Consumer Behaviour? List all the factors which affect it.

[15]

OR

Q3. Discuss various pricing strategies of rural marketing.

[15]

Q4. Discuss 4Ps and 4As of rural marketing mix.

[15]

OR

Q4. Discuss various products strategies.

[15]

Q5. A. What are the various strategies to overcome the constraints in rural marketing? [8]

Q5. B. Discuss the process of developing effective rural communication process. [7]

OR

Q5. Write short note on **any three** of the following.

[15]

1. Segmentation
2. Non-conventional media
3. Syndicate distribution
4. Indirect marketing
5. Coinage Pricing