

Duration: 2 1/2 Hrs

Note:- 1) All questions are compulsory.

2) Figures to the right indicate maximum marks.

Q1. A) State whether the following statements are True or False:- (Any 8) (8)

- 1) Cinema is an important medium for communication. {CO1 (R)}
- 2) Melas are weekly village markets. {CO1 (R)}
- 3) Geographic segmentation is the most popular basis for market segmentation. {CO1 (R)}
- 4) Distribution is central to the success of a global marketing strategy. {CO1 (R)}
- 5) Business firms find it quite easy to get suitable godowns in many parts of rural India.
- 6) The rural customers are concentrated. {CO1 (A)}
- 7) Direct Marketing is one communication approach that aims to evolve action. {CO1 (A)}
- 8) Consumers are highly brand conscious. {CO1 (A)}
- 9) Small unit packaging is not preferred in rural market. {CO1 (R)}
- 10) In rural India, mostly joint family structure exist with senior members being the decision – makers in the house hold. {CO1 (R)}

Q1. B) Match the following:- (Any 7) (7)

A

B

- | | |
|---------------------------------------|---------------------------------------|
| 1) Rule the Market {CO1 (R)} | a) Opinion Leader |
| 2) Small Unit Pack {CO1 (R)} | b) PMGYS |
| 3) Promotion Strategy {CO1 (U)} | c) Free Housing |
| 4) Rural Road Connectivity {CO1 (R)} | d) Low Price |
| 5) Indian Awas Yojna {CO1 (R)} | e) V act untapped marketing |
| 6) Rural Consumer {CO1 (R)} | f) Buying Process |
| 7) Buying Characteristics {CO1 (U)} | g) Psychological Factor |
| 8) Post Purchase Behaviour {CO1 (A)} | h) Economic /factor |
| 9) Attitude {CO1 (A)} | i) Life Style |
| 10) Impact of Globalization {CO1 (U)} | j) Major Portion of Indian Population |

Q2. Answer the following:

- a) Explain factor contributing to the growth of Rural Marketing? {CO1 (R)} (8)
- b) Problems of Rural Marketing? {CO1 (R)} (7)

OR

- c) Challenges in Rural Marketing? {CO1 (R)} (8)
- d) Scope of Rural Marketing? {CO1 (R)} (7)

Q3. Answer the following:

- a) Explain the term Rural Infrastructure? {CO1 (U)} (8)
- b) Features of Rural Consumer {CO1 (U)} (7)

OR

- b) Methods of Motivating Rural consumer? {CO1 (R)} (8)
- c) Difference between Urban Consumer & Rural Consumer? {CO1 (R)} (7)

Q4. Answer the following:

- a) Explain the term Branding and its advantages? {CO1 (A)} (8)
- b) Explain Product Life Cycle? {CO1 (R)} (7)

OR

- c) Explain the term Fake Brands? {CO1 (U)} (8)
- d) Explain Product Classification? {CO1 (R)} (7)

Q5. Answer the following:

- a) Explain importance of Agriculture Marketing? {CO1 (R)} (8)
- b) Explain the features of Market Segmentation? {CO1 (R)} (7)

OR

- c) Short Note (Any 3): (15)
 - 1) Warehousing. {CO1 (U)}
 - 2) Packaging {CO1 (R)}
 - 3) Promotion Strategy. {CO1 (R)}
 - 4) Mobile Advertising. {CO1 (R)}
 - 5) Brand Loyalty. {CO1 (R)}

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