

DURATION: - 2½ hrs

64M206424

MARKS:- 75

Note: - (1) All questions are compulsory.

(2) Figures to the right indicate full marks

(3) Answer to each question must be on a new page

Q.1) a) **True or False (Any – 8)**

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- | | |
|--|------|
| 1) Cinema is an important medium for communication. | CO-1 |
| 2) Melas are weekly village markets. | CO-1 |
| 3) Geographic segmentation is the most popular bases for market segmentation. | CO-1 |
| 4) Distribution is Central to the success of a global marketing strategy. | CO-2 |
| 5) Business firms find it quite easy to get a suitable godowns in many parts of rural area. | CO-1 |
| 6) The ruler customers are concentrated. | CO-2 |
| 7) Direct marketing is one communication approach that AIMS to evaluation. | CO-2 |
| 8) Consumer are highly brand conscious. | CO-1 |
| 9) Small unit packaging is not prepared in rural market. | CO-1 |
| 10) In ruler India mostly joint family structure exist with senior members being the decision makers in the household. | CO-2 |

Q.1) b) **Match the Following :-**

- | A | B | |
|----------------------------|-------------------------|---------|
| 1) Rule the market | a) Opinion Leader | CO-1, R |
| 2) Small unit pack | b) PMGVS | CO-1, R |
| 3) Promotion Strategy | c) Free Housing | CO-1, R |
| 4) Rural Road Connectivity | d) Low Price | CO-2, R |
| 5) Indian Awas Yogna | e) Vast untapped market | CO-1, U |
| 6) Rural Consumer | f) Buying Process | CO-2, U |
| 7) Buying Features | g) Psychological Factor | CO-1, R |
| 8) Past Purchase Behaviour | h) Economic Factor | CO-1, R |
| 9) Attitude | i) Lifestyle | CO-1, R |

- 10) Import of Globalization j) Major portion of Indian population CO-2, R
- Q.2) **Answer the following :-**
- a) Explain factor contributing to the growth of rural market CO-1, R
- b) Problem of rural marketing CO-1, R
- OR**
- c) Challenges in rural marketing CO-1, R
- d) Scope of rural marketing CO-1, R
- Q.3) **Answer the following :-**
- a) Explain the term rural infrastructure CO-1, U
- b) Features of rural consumer CO-1, R
- OR**
- c) Methods of motivating rural consumer CO-1, U
- d) Difference between urban consumer vs rural consumer CO-1, R
- Q.4) **Answer the following :-**
- a) Explain the term branding and its advantages CO-1, U
- b) Explain product life cycle CO-1, U
- OR**
- c) Explain the term fake brands CO-1, R
- d) Explain product classification CO-1, R
- Q.5) a) Importance of agriculture marketing CO-1, R
- b) Features of market segmentation CO-1, R
- OR**
- Short Notes :- (Any – 3)**
- 1) Warehousing CO-1
- 2) Promotion strategy CO-1
- 3) Brand loyalty CO-2
- 4) Packaging CO-1
- 5) Mobile advertising CO-2
