

Duration: 2 1/2 Hrs

Marks:- 75

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) Rural Market is growing twice as fast as urban market for durable products. {CO1 (R)}
- 2) Banking and Insurance are Industrial Markets. {CO1 (U)}
- 3) The rural society is gradually urbanising with the increasing in the literacy rates and exposure to global trends. {CO1 (R)}
- 4) Sale of fake and superior products is a major challenge in the rural market. {CO1 (A)}
- 5) TAMASHA is a popular form of entertainment in Maharashtra. {CO1 (U)}
- 6) Consumers have high involvement with the most low – cost frequently purchased product. {CO1 (R)}
- 7) The buying process starts with need recognition. {CO1 (A)}
- 8) Motivation is the driving force within the individual that compels them to action. {CO1 (R)}
- 9) Marketing mix is an important fundamental concept in Marketing Management. {CO1 (R)}
- 10) Cinema is an important medium for communication. {CO1 (U)}

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

- | A                                    | B                        |
|--------------------------------------|--------------------------|
| 1) Pricing Strategy {CO1 (A)}        | a) FMCG                  |
| 2) Branding Attitude {CO1 (R)}       | b) Radio                 |
| 3) Coinage Pricing {CO1 (U)}         | c) Weekly Markets        |
| 4) Mass Media {CO1 (U)}              | d) Enhances Equity       |
| 5) Haats {CO1 (R)}                   | e) Refills               |
| 6) Rule the Market {CO1 (R)}         | f) Opinion Leader        |
| 7) Small Unit Pack {CO1 (U)}         | g) PMGYS                 |
| 8) Promotion Strategy {CO1 (U)}      | h) Free Housing          |
| 9) Rural Road Connectivity {CO1 (R)} | i) Low Price             |
| 10) India Awas Yojna {CO1 (R)}       | j) V act Untapped Market |

Q2. Answer the following:

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

OR

- c) Problems of Rural Marketing? {CO1 (U)} (8)
- d) Constraints in Rural Marketing? {CO1 (R)} (7)

Q3. Answer the following :

- a) Explain Individual Buying Process? {CO1 (A)} (8)
- b) Urban Consumer v/s Rural Consumer {CO1 (R)} (7)

OR

- b) Features of Rural Consumer? {CO1 (R)} (8)
- c) Explain Marketing Mix? {CO1 (R)} (7)

**Q4. Answer the following:**

- a) Explain Product classification? {CO1 (R)} (8)
- b) Product Strategies in the Rural Market? {CO1 (U)} (7)

OR

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

**Q5. Answer the following:**

- a) Explain importance of Agriculture Marketing? {CO1 (U)} (8)
- b) Explain methods of Sale? {CO1 (U)} (7)

OR

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

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