

SECTION -B (ESSAY TYPE QUESTIONS)
(5x10=50 Marks)

- 1 Write short notes on:-
 - a) Scope of rural marketing
 - b) Evolution of rural marketing
- 2 Explain the term "Rural Marketing". Discuss the characteristics of rural marketing.
- 3 Discuss the importance of rural marketing in the growth of business firms and in the development of rural areas.
- 4 Explain the 4ps strategies by relating it to rural market.
- 5 Explain the characteristics of socio-cultural environment of the rural markets in India. How does it influence buying?
- 6 List out the challenges in Rural Distribution? How to overcome the challenges?
- 7 Write the importance of rural marketing research. Write a research plan for agricultural implements (products).
- 8 Explain the major retailers in rural India.

*****END OF PAPER*****

2112M059

BACHELOR OF BUSINESS ADMINISTRATION
Management-Retail Management
Subject: Rural Retailing
Subject Code: MMK-603
Semester: Third
December 2021
Theory (External): 70 Marks
Time: 03 Hours

Instructions to the Students

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

Roll Number

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SECTION -A (SHORT/OBJECTIVE TYPE QUESTIONS)
(10x2=20 Marks)

- A The rural market presents an exciting opportunity to develop brands into _____
- Valuable possession
 - Generic product association
 - goodwill ambassador
 - hyped goodwill
- B Which one of the following is NOT a rural pull factor?
- Rising affordability
 - Growing acceptance
 - Fierce competition
 - D. Improving accessibility
- C ITC e-choupal is known as
- World's largest Bazaar
 - World's largest farmer network
 - World's largest rural digital infrastructure
 - D. World's largest farmer's bank
- D _____ in villages should be identified and motivated to spread a product or brand message
- Opinion leaders
 - Reference groups
 - Influencers
 - D. Media persons
- E Which is the main source of purchasing power for rural consumer?
- Marketable agricultural surplus
 - Market conditions
 - Weather conditions
 - D. Fair prices for Agri-produce

- F The solution to price competition is to develop a differentiated:
- Product, price, and promotion
 - offer, delivery, and image
 - Package and label
 - international Web site

- G If performance meets consumer expectations, the consumer is _____
- delighted
 - satisfied
 - disappointed
 - surprised

- H The extended Ps of service marketing is
- people, product, place
 - price physical evidence, promotion
 - physical evidence, process, people
 - Product, process, Physical evidence

- I 4 Ps sometime called as the
- Product life cycle
 - Parallel pricing
 - Price discrimination
 - Marketing mix

- J Quantity of money that a firm receives from its usual buy and sell activities is
- Revenue
 - Cost
 - Price
 - A & b