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GIET UNIVERSITY, GUNUPUR – 765022
B. B. A (Fifth Semester) Examinations, December' 2022
20BBA503 – Rural Marketing

Time: 3 hrs.

Maximum: 70 Marks

The figures in the right hand margin indicate marks.

PART – A: (Multiple Choice Questions)**(1 x 10 = 10 Marks)****Q. 1 Answer ALL questions**

- a. Which distribution system can penetrate rural market?
 - (i) selective
 - (ii) satellite
 - (iii) inclusive
 - (iv) exclusive
- b. How the rural marketing can be effective?
 - (i) fair
 - (ii) street shows
 - (iii) village festival
 - (iv) All of the above
- c. Which pricing is suitable in rural market
 - (i) penetration
 - (ii) skimming
 - (iii) going rate
 - (iv) None of the above
- d. Which is more profitable
 - (i) Rural marketing
 - (ii) Urban marketing
 - (iii) Both
 - (iv) None
- e. Example of a rural market
 - (i) haat
 - (ii) mandi
 - (iii) none
 - (iv) Both
- f. White revolution refers to
 - (i) Fishery
 - (ii) Milk
 - (iii) Both
 - (iv) None
- g. Rural people do not buy brands.
 - (i) True
 - (ii) False
- h. Rural consumers are
 - (i) price sensitive
 - (ii) selective
 - (iii) choosy
 - (iv) None of the above
- i. Rural marketing is tough because
 - (i) villagers are illiterate
 - (ii) multilingual
 - (iii) Resistive
 - (iv) all
- j. What is a village
 - (i) Remote place
 - (ii) high population density
 - (iii) low population density
 - (iv) all

PART – B: (Short Answer Questions)**(2 x 10 = 20 Marks)**Q.2. Answer **ALL** questions

- a. Explain the characteristics of rural market.
- b. What are the challenges of rural market?
- c. Give an outline of Indian rural market.
- d. What is economic environment?
- e. Who is an influence?
- f. Does rural customer care premium products?
- g. Briefly explain rural consumer.
- h. How to segment a hair shampoo in rural market?
- i. Which price would be suitable for a radio?
- j. Where to sell a TV in rural market?

PART – C: (Long Answer Questions)**(10 x 4 = 40 Marks)**Answer **ALL** questions

Marks

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|---|---|
| 3.a. Describe rural marketing mix. | 5 |
| b. Explain rural marketing environment. | 5 |
| (OR) | |
| c. Explain consumer buying process. | 5 |
| d. What is opinion leadership? | 5 |
| 4.a. Explain segmentation? | 5 |
| b. What are bases of segmentation? | 5 |
| (OR) | |
| c. What is product life cycle? | 5 |
| d. Is innovation required in rural products? Explain. | 5 |
| 5.a. Outline pricing strategies. | 5 |
| b. What is product mix? | 5 |
| (OR) | |
| c. What are channels of distribution? | 5 |
| d. What is distribution strategy? | 5 |
| 6.a. Explain the communication strategies. | 5 |
| b. Media of communication in rural market. | 5 |
| (OR) | |
| c. What is product concept? | 5 |
| d. How is rural packaging? | 5 |

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