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GIET UNIVERSITY, GUNUPUR – 765022
B. B. A (Fifth Semester) Examinations, November – 2023
21BBAPC35003 – Rural Marketing

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A**(2 x 10 = 20 Marks)**Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. Explain 4A's of rural marketing.	CO1	L2
b. Give one example of rural marketing.	CO1	L2
c. What do you mean by AGMARK?	CO2	L2
d. What are the major evolution for rural technological environment.	CO2	L1
e. Define rural consumer behaviour.	CO3	L2
f. What do you mean by complex buying behaviour? Explain with example.	CO3	L2
g. "Rural market is heterogeneous"? Justify this statement with example.	CO4	L4
h. Difference between undifferentiated marketing and differentiated marketing.	CO4	L4
i. What do you mean by mark-up pricing ?	CO5	L1
j. Mention the challenges in rural distribution.	CO5	L1

PART – B**(8 x 5 = 40 Marks)**Answer **ALL** the questions

	Marks	CO #	Blooms Level
2. a. Difference between rural and urban marketing. (OR)	8	CO1	L4
b. Write all the principles of BOP market.	8	CO1	L2
3.a. Explain how demographic environment affect rural marketing. (OR)	8	CO2	L2
b. "Marketing is marketing everywhere" yet rural markets need different emphasis. Why? Explain .	8	CO2	L3
4.a. How do factors like social class, reference groups and lifestyle vary between urban and rural markets? What implication do these differences have for a marketer of insurance service? Explain. (OR)	8	CO3	L2
b. How groups affect rural consumer behaviour? Explain with one example? What are the implication taken by marketer to design marketing strategies?	8	CO3	L2
5.a. Explain product life cycle in rural market. (OR)	8	CO4	L2
b. Illustrate prerequisites for effective segmentation.	8	CO4	L3
6.a. Briefly explain pricing objective of rural market with suitable example . (OR)	8	CO5	L2
b. Give a Case study on distribution system OF COCA-COLA.	8	CO5	L4

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