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**GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY,
ODISHA, GUNUPUR
(GIET UNIVERSITY)**

B. B. A (Fifth Semester) Examinations, November-2024

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. Difference between periodic market and mobile market.	CO1	K1
b. Mention four challenges of BOP market.	CO1	K1
c. Write features of rural marketing environment.	CO2	K1
d. Give some example of changing pattern of rural demand.	CO2	K1
e. Define reference group? Write its importance.	CO3	K1
f. Name some economic determinants that affect rural consumer behaviour	CO3	K1
g. Define product mix.	CO4	K1
h. Why innovation needed for rural market?	CO4	K1
i. Difference between skimming pricing and penetration pricing.	CO5	K1
j. Mention 4 pricing objective of rural market.	CO5	K1

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

	Marks	CO #	Blooms Level
2. a. Design marketing strategy for rural marketing. (OR)	8	CO1	K2
b. Case study on Coca Cola rural marketing strategies.	8	CO1	K4
3.a. Explain how technological and demographic environment affect rural marketing. (OR)	8	CO3	K2
b. “Marketing is marketing everywhere” yet rural markets need different emphasis. Explain	8	CO2	K2
4.a. How groups affect rural consumer behaviour ? Explain with one example? what are the implication taken by marketer to design marketing strategies ? (OR)	8	CO3	K2
b. Explain buying decision process.	8	CO3	K2
5.a. Explain product life cycle in rural market. (OR)	8	CO4	K2
b. Write marketing strategies for packaging and branding rural market.	8	CO5	K2
6.a. Design rural distribution channel for marketing rural product. (OR)	8	CO5	K2
b. Describe various price adaptation strategies.	8	CO5	K2

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