

Duration: 2½ Hours

Total Marks: 75

Instructions:

- All Questions are compulsory
- Follow the instructions before every question

Q1. A. Match the Column (Attempt any 8) [8]

S. No.	Column A	Column B
1	Bicycle	Packaging
2	Value Engineering	ITC
3	PMRY	Kisan Credit Card
4	NABARD	Barrier to rural marketing
5	Many Languages	Branding
6	Live stock and Poultry	Cheaper Product
7	Symbol & Design	Durable Product
8	e-Chaupal	Rural Development by Government
9	Protection from spoilage	Traditional Market
10	Haat	Allied Sector

Q1. B. State whether the statements are TRUE or FALSE (Attempt any 7) [7]

1. Marketing of agri products is done from rural to urban.
2. FMCG constitutes major portion of rural market.
3. The status of a consumer has no effect on choice of products in rural area.
4. The Caste factor continues to impact the overall structure within the society.
5. Technology has no impact on rural consumer behaviour.
6. Radio is a traditional form of market.
7. Competition in the rural market is complex.
8. Social class is an important base for Psychographic Segmentation.
9. Direct Marketing involves middlemen.
10. AMUL is an example of co-operative business model.

Q2. What is rural Marketing? Discuss its scope. [15]

OR

Q2. What are the various programmes designed by the government for rural development? [15]

Q3. What is Consumer Behaviour? List all the factors which affect it. [15]

OR

Q3. Discuss various pricing strategies of rural marketing. [15]

Q4. Discuss 4Ps and 4As of rural marketing mix. [15]

OR

Q4. Discuss various products strategies. [15]

Q5. A. What are the various strategies to overcome the constraints in rural marketing? [8]

Q5. B. Discuss the process of developing effective rural communication process. [7]

OR

Q5. Write short note on **any three** of the following. [15]

1. Segmentation
2. Non-conventional media
3. Syndicate distribution
4. Indirect marketing
5. Coinage Pricing