

Time: 2.30 hrs.

RHM RM 324

SYBMS-TU
Mkt-Rural Marketing
Marks: 75

18/03/2024

Note: All Question are compulsory

Q1. A) Match the following (Any 8)

08

	Group A		Group B
1	PMGSY	A	70%
2	NABARD	B	Washing Machine
3	ITC	C	Technology
4	Highest literacy Rate	D	Parle G
5	Price	E	Television
6	Conventional media	F	Exchange value
7	White Goods	G	Kerala
8	Small Pack	H	e-choupal
9	NKK	I	1982
10	Rural Population	J	Rural connectivity

B) State whether the following statement are True or False (Any 7)

07

- 1 Kumbh mela is example of mela held at Nashik
- 2 Consumer goods are tangible used over an extended period of time.
- 3 Motivation is buying force within individuals that compels them to action.
- 4 Opinion leader are knowledgeable and consulted by other;
- 5 Marketing mix is important fundamental concept in marketing management.
- 6 Melas are weekly village markets.
- 7 Geographic segmentation is most popular basis for market segmentation.
- 8 The rural customers are concentrated.
- 9 Direct marketing is one communication approach that evolves action.
- 10 Amul is example of corporative business.

Q2 A Explain the scope of rural marketing.

08

B State the problems of rural marketing.

07

OR

C Distinguish between Rural Market v/s Urban Market?

08

D Explain demographic factors in rural marketing.

07

- Q3 A Define Consumer behavior and explain its features. 08
- B Explain different stages of individual buying process. 07
- OR
- C What are the problem arising due to fake product? 08
- D What is rural product? Explain the product life-cycle with respect to rural market? 07
- Q4 A Explain the concept and significance of pricing. 08
- B What is promotional strategy of rural marketing? 07
- OR
- C Describe rural market segmentation and explain it types. 08
- D Explain standardization with advantages. 07
- Q5. A Explain Warehousing and its types. 08
- B Explain innovative in rural communication 07
- OR
- C Write short notes: (Any 3) 15
- 1 Conventional Mass Media
 - 2 Distribution Model 2
 - 3 Branding
 - 4 Consumer Durables
 - 5 Economic Factor in Rural Market