

- Q.16 What are the challenges faced by rural marketers in India?
- Q.17 Describe the socio-cultural factors that influence rural consumer behavior.
- Q.18 Explain the importance of product pricing in rural marketing.
- Q.19 Discuss the strategies for effective distribution in rural markets.
- Q.20 What is the significance of rural marketing in India's economic development?
- Q.21 Describe the innovative marketing strategies used in rural markets.
- Q.22 Why does the government want to promote rural marketing.

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x8=16)

- Q.23 Define market segmentation and also discuss unique characteristics of rural customers..
- Q.24 Explain the concept of digital marketing in rural areas, also discuss its effectiveness at present.
- Q.25 Discuss the government's initiatives to promote cooperative marketing in India.

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4th Semester/ DBM Marketing, DBM Retail Subject : Rural Marketing

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple choice questions. All questions are compulsory (6x1=6)

- Q.1 Which of the following is a unique characteristic of rural marketing?
- High population density
 - Limited access to technology
 - High purchasing power
 - Homogeneous consumer behavior
- Q.2 What is the primary difference between rural and urban marketing?
- Product offerings
 - Pricing strategies
 - Consumer behavior and purchasing patterns
 - Distribution channels

- Q.3 Which of the following is a challenge in rural marketing?
- a) High competition
 - b) Limited access to finance
 - c) Regulatory challenges
 - d) All of the above
- Q.4 What is the role of cooperative marketing in rural India?
- a) To provide financing options to farmers
 - b) To facilitate the sale of agricultural products
 - c) To promote rural development
 - d) To regulate agricultural markets
- Q.5 Which digital platform is increasingly being used in rural marketing?
- a) Social media
 - b) E-commerce websites
 - c) Mobile apps
 - d) Online forums
- Q.6 What is the primary objective of innovative marketing strategies in rural markets?
- a) To increase sales
 - b) To improve brand awareness
 - c) To enhance customer engagement
 - d) All of the above

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SECTION-B

Note: Objective/ Completion type questions. All questions are compulsory. (6x1=6)

- Q.7 Rural marketing involves the same strategies and tactics as urban marketing. (True/False)
- Q.8 The rural market in India has significant potential for growth. (True/False)
- Q.9 Rural consumers are more brand-loyal than urban consumers. (True/False)
- Q.10 Digital marketing is not effective in rural areas due to limited internet penetration. (True/False)
- Q.11 Cooperative marketing is a successful model for rural development in India. (True/False)
- Q.12 The Central and state governments play a crucial role in promoting rural marketing in India. (True/False)

SECTION-C

Note: Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

- Q.13 Describe the unique characteristics of rural consumers.
- Q.14 Explain the concept of cooperative marketing in India.
- Q.15 Discuss the role of digital marketing in rural marketing.

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