



BRAINWARE UNIVERSITY

Term End Examination 2018 - 19

Programme – Master of Business Administration

Course Name – Rural Marketing

Course Code – MM304

(Semester – 3)

Time allotted:3 Hours

Full Marks : 70

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group –A

(Multiple Choice Type Question)

10 x 1 = 10

1. *Choose the correct alternative from the following*
 - (i) Rural Marketing deals with the marketing in
 - a. Cities
 - b. Villages
 - c. Towns
 - d. None of these
 - (ii) With time the purchasing power of a buyer in Rural India is
 - a. Increasing
 - b. Decreasing
 - c. Remaining Same
 - d. None of these
 - (iii) In Rural Market the Panchayet Pradhans play the role of
 - a. Marketer
 - b. Distributor
 - c. Wholesaler
 - d. Opinion Leader
 - (iv) In India Low Literacy Level is one of the main constraints of
 - a. Global Marketing
 - b. Foreign Marketing
 - c. Urban Marketing
 - d. Rural Marketing
 - (v) One of the main parts of Rural Marketing is
 - a. FMCG Marketing
 - b. Viral Marketing
 - c. Aggressive Marketing
 - d. Agricultural Marketing

- (vi) Which of the following factors influence the prices of agricultural commodity?
- a. Inadequate Storage Facility b. Uncertainty of Supply
c. Superfluous Middlemen d. All of these
- (vii) In Rural India in the decision making process the most important role is played by
- a. Initiator b. Influencer
c. Decider d. Buyer
- (viii) In India the transportation is one of the main constraints of
- a. Urban Marketing b. Rural Marketing
c. Semi-urban Marketing d. Green Marketing
- (ix) Because of poor road conditions in the rural part of India whose role becomes extremely important?
- a. Manufacturer b. Wholesaler
c. Retailer d. Distributor
- (x) Among the following options which one triggered the changes in Rural Technological Environment?
- a. The Green Revolution in the b. The White Revolution in the Dairy
Agricultural Sector Sector
c. The Introduction of Non- d. All of these
Government Agencies in
Development Sector

Group – B

(Short Answer Type Questions)

3 x5 = 15

Answer any *three* from the following

2. Briefly describe the importance of Rural Marketing in India. 5
3. Briefly describe the different media vehicles specially suited for advertising and promotion in the rural market. 5
4. What are the roles of retailers in Rural Distribution? Explain with suitable example. 5
5. Briefly discuss the scope of Rural Marketing in India 5
6. Write down the significance of periodic markets like Haats and Melas in Rural Marketing? 5

Group – C

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following

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|-----|--|----|
| 7. | (a) Describe the difference between the values prevailing in a rural family and in an urban family. | 5 |
| | (b) Also describe that how these differences can affect Consumer Behaviour in a rural family and in an urban family. Explain your answer with proper logic and suitable example. | 10 |
| 8. | How the cultural differences between village and city can affect the marketing strategy of a FMCG company in an urban market and in a rural market? Substantiate your answer with proper logic and suitable example. | 15 |
| 9. | (a) Explain the important communication concepts relevant to the rural markets. | 6 |
| | (b) What is the significance of usage of symbols and pictures, colour and music in rural marketing communication? Discuss with suitable examples. | 9 |
| 10. | What are the major features in the problem recognition, information search and alternative evaluation process that as a marketer of utility products like cycles, you can expect in case of rural customers? | 15 |
| 11. | (a) Explain the strategies a service organization should follow to successfully establish their business in Rural Indian Market. Give suitable examples for your answer | 9 |
| | (b) Also explain that how these strategies will differ from the strategies of a company dealing with goods in Rural Indian Market | 6 |
