

15411



LIBRARY
Brainware University
Barasat, Kolkata -700125

BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – MBA-2023

Course Name – Rural Marketing

Course Code - MM402

(Semester IV)

Full Marks : 60

Time : 2:30 Hours

[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)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Describe which of the following factors play a significant role in influencing rural consumer behavior.

| | |
|---------------------------------|------------------------------------|
| a) Urban lifestyle trends | b) Traditional customs and beliefs |
| c) International fashion trends | d) Celebrity endorsements |
- (ii) State the importance of identifying rural consumer preferences in marketing.

| | |
|--|----------------------------------|
| a) To promote urban-centric products | b) To ignore market segmentation |
| c) To tailor products and services to meet their needs | d) To increase production costs |
- (iii) Identify the role that cultural factors play in rural marketing.

| | |
|--------------------------|-----------------------|
| a) Minimal impact | b) No relevance |
| c) Significant influence | d) Negative influence |
- (iv) Identify the significance of pricing strategies in rural marketing.

| | |
|----------------------------|-----------------------------|
| a) No relevance | b) To maximize profits |
| c) To ensure affordability | d) To discourage purchasing |
- (v) Identify the external elements that impact consumer decision-making.

| | |
|-------------------------|--------------------------|
| a) Emotions | b) Environmental factors |
| c) Personal preferences | d) Financial status |
- (vi) Identify the term used to describe the groups of people that influence an individual's purchasing decisions.

| | |
|---------------------|---------------------|
| a) Social circles | b) Economic circles |
| c) Cultural circles | d) Reference groups |
- (vii) Identify the environmental factor that refers to changes in technology that impact consumer choices.

| | |
|--------------------------|---------------------|
| a) Economic factors | b) Cultural factors |
| c) Technological factors | d) Social factors |

12. Evaluate how does marketing finance contribute to the growth and sustainability of agricultural businesses, particularly in the context of corporate agriculture and commercialization. (5)

OR

Summarize the way marketing finance, corporate agriculture, and ICT channels intersect to enhance the competitiveness and resilience of agricultural value chains in the face of global challenges such as climate change and market volatility. (5)

LIBRARY
Brainware University
Barasat, Kolkata -700125