



Brainware University Barasat, Kolkata -700125

BRAINWARE UNIVERSITY

Term End Examination 2024-2025 Programme - MBA-2023 Course Name - Rural Marketing Course Code - MM402 (Semester IV)

Time: 2:30 Hours Full Marks: 60

[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)

- 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

(viii) Choose, what tool is commonly used to analy by tracking their online activities.	ze consumer behavior patterns and trends	
a) SWOT analysis	b) Regression analysis	
c) Content analysis d) Web analytics		
(ix) Choose, in market segmentation, which tech on demographic factors such as age, gender,	nique involves dividing the market based income, etc.	
a) Psychographic segmentation	b) Behavioral segmentation	¥
c) Geographic segmentation	d) Demographic segmentation	
(x) Choose which method in market research in	volves gathering information directly from	
individuals or groups.		BRARY
a) Secondary research	b) lernary research Brainwa	re University
c) Primary research	d) Meta-analysis	(olkata -700125
c) Primary research (xi) Evaluate, what is the primary advantage of u	sing intermediaries in distribution.	
a) increased costs	b) perrei courtoi over distribution cuann	els
c) Faster delivery to end consumers (xii) Explain which of the following is a potential	d) Increased market coverage	
a) Increasing bureaucratic regulations c) Implementing technology-driven solutions	 b) Decreasing investment in transportati d) Ignoring local community needs 	on
(xiii) Select the first step in the communication pr		
a) Encoding	b) Decoding	
c) Feedback	d) Channel selection	
(xiv) Select which of the following mediums is co		
widespread reach and accessibility.		
a) Social media	b) Television	
c) Wall painting advertising	d) Outdoor hoardings	
(xv) Choose which of the following is NOT a fund	tion of agricultural marketing.	
a) Transportation c) Production	b) Storage d) Grading and standardization	
	roup-B	
(Short Answer	er Type Questions)	3 x 5=15
2 Define how does not work in figure as well as		(2)
2. Define how does community influence rural m		(3)
3. Describe the role of product packaging in influencing rural consumers' purchasing choices. (3)4. Illustrate the way in which product decisions in rural marketing can be tailored to meet local (3)		
demands.	in raid, marketing can be tailored to meet loc	ai (3)
5. Summarize the unique points of difference be	tween rural and urban advertising.	(3)
6. Illustrate the factors that are considered in pro	oduct design decisions.	(3)
	OR	
Analyze the role of awareness in integrated m	arketing communication (IMC).	(3)
	Group-C	F . C 20
(Long Answ	er Type Questions)	5 x 6=30
7 Fundain Alianna and Fantana admition		
7. Explain the reasons for innovation adoption8. Examine the factors contributing to the succ		(5)
8. Examine the factors contributing to the succ innovations in rural markets.	essial adoption and implementation of	(5)
Illustrate the main differences between directions	ct and indirect distribution channels for	(5)
product distribution.		
10. Illustrate the role that value perception play	s in determining an effective pricing strategy	, (5)
and how can product designers leverage it.		
11. Compare the ways in which agricultural mar	keting differ from marketing in other	(5)
and the first particular and the first particular to t	AND THE PARTY OF T	

agricultural businesses, particularly in the context of corporate agriculture and commercialization.
OR Summarize the way marketing finance, corporate agriculture, and ICT channels intersect to (5) enhance the competitiveness and resilience of agricultural value chains in the face of
global challenges such as climate change and market volatility. LIBRARY Brainware University Berasat, Kolkata -700125