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Brainware University
398, Ramkrishnapur Road, Barasat
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BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – BBA-Hons-2023

Course Name – Rural Marketing

Course Code - BBA60206C

(Semester VI)

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) Define rural market characteristics related to income pattern
 - a) Stable income
 - b) Seasonal income
 - c) Corporate income
 - d) Fixed salary
- (ii) Recall literacy levels as a factor in rural markets
 - a) High literacy
 - b) Moderate literacy
 - c) Low literacy
 - d) Universal literacy
- (iii) Distinguish rural markets from urban markets by income stability
 - a) Fixed income
 - b) Seasonal income
 - c) Corporate income
 - d) Bonus income
- (iv) Apply rural market characteristics to select product packaging
 - a) Premium packs
 - b) Small packs
 - c) Luxury packs
 - d) Imported packs
- (v) Apply rural marketing knowledge to address demand seasonality
 - a) Fixed supply
 - b) Seasonal planning
 - c) Overstocking
 - d) Demand neglect
- (vi) Apply rural market importance to national income growth
 - a) Reduced income
 - b) No impact
 - c) Income growth
 - d) Capital flight
- (vii) Recognize culture as a determinant of rural consumer behaviour
 - a) Legal driver
 - b) Financial driver
 - c) Cultural driver
 - d) Global driver
- (viii) Explain family structure as an influence on rural consumer decisions
 - a) Corporate choice
 - b) Digital choice
 - c) Family-based choice
 - d) Individual choice
- (ix) Use pricing strategy suitable for rural consumers by adopting

- a) Skimming pricing
- b) Penetration pricing
- c) Prestige pricing
- d) Dynamic pricing
- (x) Analyze rural distribution problems arising from
 - a) Infrastructure gaps
 - b) High literacy
 - c) Urban migration
 - d) Digital access
- (xi) Apply promotional mix in rural markets using
 - a) Wall paintings
 - b) Luxury hoardings
 - c) Online banners
 - d) International ads
- (xii) Examine suitability of product modification in rural areas due to
 - a) Usage conditions
 - b) Fashion trends
 - c) Brand equity
 - d) Global appeal
- (xiii) Analyze rural strategy failure due to
 - a) Poor market fit
 - b) High demand
 - c) Strong branding
 - d) Export success
- (xiv) Apply ethical consideration in rural data collection by avoiding
 - a) Confidentiality
 - b) Consent
 - c) Coercion
 - d) Transparency
- (xv) Use structured questionnaire in rural research to ensure
 - a) Corporate secrecy
 - b) Data uniformity
 - c) Export approval
 - d) Brand loyalty

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Group-B

(Short Answer Type Questions)

3 x 5=15

- 2. Explain the role of word-of-mouth communication in rural markets. (3)
- 3. Describe the importance of packaging in rural marketing. (3)
- 4. Identify two factors influencing rural consumer behaviour. (3)
- 5. Apply promotional tools for rural awareness creation. (3)
- 6. Analyze contemporary issues affecting rural marketing. (3)

OR

- Analyze challenges in rural distribution and communication. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

- 7. Define rural consumer behaviour and describe its significance. (5)
- 8. Explain the importance of rural markets in the global context. (5)
- 9. Apply pricing strategies suitable for rural consumers. (5)
- 10. Evaluate the relevance of contemporary rural marketing strategies. (5)
- 11. Evaluate the future scope of rural marketing in the digital era. (5)
- 12. Analyze the role of digitalisation in transforming rural consumer behaviour. (5)

OR

- Analyze the sustainability challenges in rural marketing operations. (5)
