



## **BRAINWARE UNIVERSITY**

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Brainware University
398, Ramkrishnapur Road, Baranat
Kolkata, West Bengal-700123

Term End Examination 2022
Programme – MBA-2018/MBA-2020/MBA-2021
Course Name – Rural Marketing
Course Code - MM303
( Semester III )

F	ull Marks : 60	Time : 2:30	Hou
	[The figure in the margin indicates full marks. Candic		
	words as far as		
	10.12 = 10.02		
	Grou	ın-A	
	(Multiple Choice	•	15=15
1			
	<ul> <li>Relate the following situation in the context of P</li> </ul>	ESTLE analysis and choose the option that	
	best reflects the circumstance. Is the business us	ing chemicals that need to be carefully	
	monitored in the environment?		
	a) Environmental	b) Political	
	c) Legal	d) Economic	
(i	<ul> <li>Relate which of the following is not the element</li> </ul>	of political environment:	
	a) Constitution of the country	b) prevailing political system	
	c) popularity of e-banking	d) Level of political morality	
(ii	<ul> <li>Relate the following situation in the context of S</li> </ul>	WOT analysis and choose the option that	
	best reflects the circumstance. Java Junction use	s recycled materials in all of their cups	
	and paper products	. · · · · · ·	
	a) Strength	b) Weakness	
	c) Opportunity	d) Threat	
(iv	) Conclude the following:- Adding a standard mark		
		The second state product releas to	
	a) Inelastic	b) Price elasticity	
	c) Cost-plus price	d) None of these	
(v)			
, ,	cost effective way to transport their products. The	his is which component of the marketing	
	mix?	is is which component of the marketing	
	a) product	h) also	
	c) price	b) place	
(vi)		d) promotion	
(*')	Complete the following statement:- NABARD is _	source of rural credit	
	a) institutional source	b) cooperative society	
	c) non institutional	d) regional	

		turnl product?	
	(vii) Critique of the following is NOT a	step in the marketing of an agricultural product?	
	a) advertising		
		d) buying	
	c) distribution (viii) Infer which of the following is an i	b) Regional Rural Banks	
	a) Moneylenders	1) 1 dlords	•
	c) Traders  (iv) Information source of credit had e	merged to fully integrate the formal credit system into	
	the overall rural social and commi	unity development	
	a) Self-help Groups	h) Regional Kurai Dalika	
		d) Land Development Banks	9 .
	(x) Identify the following:- Many com	panies are now turning their attention to markets	
	a) Urban	b) Rural d) none of these	
	c) world	s in rural environments might respond best to this type	
	of marketing and sales strategies?	S In fural environments may	9
	in the second se	b) Personal	
	a) Flashy c) Aggressive	d) Condensed	
	(xii) Recall what the White revolution	refers to	
	a) Aquaculture	b) Milk	i i
	s) noultry	d) none of these	<b>9</b>
	(xiii) Identify Which of the following is	a situation in which consumer behavior occurs?	
	a) communications situation	b) purchase situation	*
	c) usage situation	d) All of the above	*
	(xiv) Identify, in terms of consumer beh influences have been related to pu		đ
	a) Economic situations	b) Situational influences	
	c) Consumption decisions	d) Physiological influences	
(	xv) Interpret the following:- Pendergr	aff PetSupplies divides the petmarket according to the	
		, and family life cycle. What type of segmentation doe	.5
• ,	Pendergraff use?	11.6	Library
	a) VALS		are University
	c) End-use		shnapur Road, Barasat
		Kolkata, V	West Bengal-700125
	Is	Group-B hort Answer Type Questions)	3 x 5=15
	(5)	Hort Answer Type Questions/	3 7 3 15
		an landare "	(3)
2.	Summarize your learnings on "Opinio Examine the key disparities between	rural and urban marketing research	(3)
3.	Interpret some of the drawbacks of P	Participatory rural appraisal (PRA)	(3)
4.	Differentiate between price skimming	g strategy & price penetration strategy.	(3)
5. 6	Devise a plan for promoting fertilisers	s in West Bengal's rural villages.	(3)
о.	Devise a plan for promoting fertilisers	OR	(-)
	"Is the rural woman ready for lifestyle		(3)
		Commun. C	
		Group-C	
	(L	ong Answer Type Questions)	5 x 6=30
7.	Describe in detail the characteristics	of the rural market.	(5)
8.		hase and impulse purchase with relevant examples.	
9.	Explain in detail the steps involved in	· ·	(5)
	Explain the concept of Psychological		(5)
		Page 2 of 3	. (3)
		3	

				12 (4)
11. A	nalyze life uitable ex	estyles of mer	n and women and show their influence on product preferences with	(5)
12. St	ummarize	your learning	gs on "ICT Channel" in the context of rural marketing.	. (5)
			OR	2.0
Di	stinguish	between agr	ricultural marketing and manufactured-goods marketing.	(5
			and manufactured goods mornesting.	·
			*******	
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