

- (vii) Critique of the following is NOT a step in the marketing of an agricultural product?
 a) advertising
 b) packaging
 c) distribution
 d) buying
- (viii) Infer which of the following is an institutional source of rural credit?
 a) Moneylenders
 b) Regional Rural Banks
 c) Traders
 d) Landlords
- (ix) Infer which source of credit had emerged to fully integrate the formal credit system into the overall rural social and community development?
 a) Self-help Groups
 b) Regional Rural Banks
 c) Commercial Banks
 d) Land Development Banks
- (x) Identify the following:- Many companies are now turning their attention to __ markets
 a) Urban
 b) Rural
 c) world
 d) none of these
- (xi) Identify the following:- Consumers in rural environments might respond best to this type of marketing and sales strategies?
 a) Flashy
 b) Personal
 c) Aggressive
 d) Condensed
- (xii) Recall what the White revolution refers to
 a) Aquaculture
 b) Milk
 c) poultry
 d) none of these
- (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 behavior; culture, social class, and reference group influences have been related to purchase and _____.
 a) Economic situations
 b) Situational influences
 c) Consumption decisions
 d) Physiological influences
- (xv) Interpret the following:- Pendergraff PetSupplies divides the petmarket according to the owners' race, occupation, income, and family life cycle. What type of segmentation does Pendergraff use?
 a) VALS
 b) Benefit
 c) End-use
 d) Demographic

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Group-B

(Short Answer Type Questions)

3 x 5=15

2. Summarize your learnings on "Opinion leaders." (3)
3. Examine the key disparities between rural and urban marketing research. (3)
4. Interpret some of the drawbacks of Participatory rural appraisal (PRA). (3)
5. Differentiate between price skimming strategy & price penetration strategy. (3)
6. Devise a plan for promoting fertilisers in West Bengal's rural villages. (3)

OR

"Is the rural woman ready for lifestyle products? Express your views." (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Describe in detail the characteristics of the rural market. (5)
8. Differentiate between planned purchase and impulse purchase with relevant examples. (5)
9. Explain in detail the steps involved in the marketing research process. (5)
10. Explain the concept of Psychological pricing with examples. (5)

11. Analyze lifestyles of men and women and show their influence on product preferences with suitable examples. (5)

12. Summarize your learnings on "ICT Channel" in the context of rural marketing. (5)

OR

Distinguish between agricultural marketing and manufactured-goods marketing. (5)
