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Brainware University
398, Ramkrishnapur Road, Barasat
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BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – MBA-2024

Course Name – Rural Marketing

Course Code - MBA40206A

(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 rural market demand patterns.
 - a) Constant throughout the year
 - b) Highly seasonal
 - c) Completely unpredictable
 - d) Independent of agriculture
- (ii) Describe literacy levels in rural markets.
 - a) Very high
 - b) Moderate
 - c) Generally low
 - d) Equal to urban
- (iii) Examine the effect of migration on rural markets.
 - a) No effect
 - b) Reduces income
 - c) Alters consumption
 - d) Eliminates demand
- (iv) Discuss the role of culture in rural buying behaviour.
 - a) Minimal influence
 - b) Moderate influence
 - c) Strong influence
 - d) No influence
- (v) Explain the rural consumer decision-making process.
 - a) Individual-driven
 - b) Family and community-driven
 - c) Brand-driven
 - d) Media-driven
- (vi) Compare rural consumers' risk perception with urban consumers.
 - a) Lower risk
 - b) Higher risk aversion
 - c) No risk concern
 - d) Speculative risk
- (vii) Describe buying frequency of rural consumers.
 - a) Very high
 - b) Occasional and need-based
 - c) Daily luxury purchases
 - d) Impulsive
- (viii) Determine an appropriate product strategy for rural markets.
 - a) Premium packaging
 - b) Low unit packs
 - c) Luxury features
 - d) Frequent redesign

- (ix) Establish a pricing strategy suitable for low-income rural markets.
- a) Skimming pricing
 - b) Penetration pricing
 - c) Prestige pricing
 - d) Dynamic pricing
- (x) Illustrate a traditional rural communication tool.
- a) Podcasts
 - b) Wall paintings
 - c) Cinema ads
 - d) Email campaigns
- (xi) Analyse the significance of sampling design in rural marketing research.
- a) It determines advertising themes
 - b) It ensures representativeness of rural population
 - c) It guarantees zero error
 - d) It replaces data analysis
- (xii) Differentiate between exploratory and descriptive research in rural marketing.
- a) Exploratory research is conclusive
 - b) Descriptive research defines problems
 - c) Exploratory research helps generate insights
 - d) Descriptive research avoids data collection
- (xiii) Evaluate the effectiveness of observation method in rural marketing research.
- a) It captures actual consumer behaviour
 - b) It relies only on respondent memory
 - c) It avoids fieldwork
 - d) It provides secondary data
- (xiv) Explain the process of analysing rural marketing research data.
- a) Data is ignored after collection
 - b) Data is coded, tabulated, and analysed
 - c) Data is used only for reporting
 - d) Data analysis precedes collection
- (xv) Choose a suitable strategy to improve rural product availability.
- a) Centralized urban warehouses
 - b) Hub-and-spoke distribution model
 - c) Online-only selling
 - d) Limiting retail outlets

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Group-B

(Short Answer Type Questions)

3 x 5=15

2. Describe the key characteristics of rural markets. (3)
3. Compare rural and urban consumer behaviour patterns. (3)
4. Illustrate effective promotional strategies for rural markets. (3)
5. Evaluate the influence of international trade on rural marketing. (3)
6. Evaluate the effectiveness of research tools used in rural marketing. (3)

OR

Analyse the challenges involved in rural market data collection. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. State the global relevance of rural marketing. (5)
8. Select the economic factors affecting rural purchasing power. (5)
9. Plan a basic rural marketing research design. (5)
10. Evaluate the impact of government policies on rural markets. (5)
11. Argue the importance of ethics in rural marketing research. (5)
12. Analyse the suitability of product strategies for rural markets. (5)

OR

Evaluate the effectiveness of rural logistics systems. (5)
