



BRAINWARE UNIVERSITY

Term End Examination 2023-2024
Programme – MBA-2022
Course Name – Rural Marketing
Course Code - MM402
(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) Identify the best definition of rural marketing
 - a) Marketing products to urban areas
 - b) Marketing products to rural areas
 - c) Marketing products to suburban areas
 - d) Marketing products globally
- (ii) 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
- (iii) 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
- (iv) Identify the role that cultural factors play in rural marketing.
 - a) Minimal impact
 - b) No relevance
 - c) Significant influence
 - d) Negative influence
- (v) Identify the external elements that impact consumer decision-making.
 - a) Emotions
 - b) Environmental factors
 - c) Personal preferences
 - d) Financial status
- (vi) Identify the way environmental factors affect consumer choices.
 - a) By changing their genetic makeup
 - b) By altering their purchasing power
 - c) By influencing their decision-making process
 - d) By increasing their intelligence quotient
- (vii) 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

- (viii) Choose the correct option for consideration and selection of various product alternatives before making a purchase decision.
- a) Remembering
 - b) Understanding
 - c) Analyzing
 - d) Applying
- (ix) Determine, when a rural consumer changes and modifies his purchase behavior based on past experiences and learning, he is engaging in which behavioral process.
- a) Responding
 - b) Evaluating
 - c) Creating
 - d) Synthesizing
- (x) Explain what type of decision-making process involves significant involvement and consideration before making a purchase decision, in the context of rural consumers purchase behavior.
- a) Routine decision-making
 - b) Limited decision-making
 - c) Extensive decision-making
 - d) Impulsive decision-making
- (xi) Explain which factor is NOT typically considered when determining pricing strategy.
- a) Production costs
 - b) Competitor pricing
 - c) Customer perception
 - d) Social media engagement
- (xii) Explain the primary objective of profit-oriented pricing.
- a) Maximizing market share
 - b) Achieving a target return on investment
 - c) Maximizing customer satisfaction
 - d) Expanding distribution channels
- (xiii) Explain which pricing objective emphasizes maintaining price stability and avoiding price wars with competitors.
- a) Profit maximization
 - b) Sales maximization
 - c) Survival
 - d) Status quo
- (xiv) Select what does IMC stand for.
- a) International Marketing Corporation
 - b) Integrated Marketing Communication
 - c) Internet Marketing Collaboration
 - d) Industrial Manufacturing Center
- (xv) Select the primary goal of IMC.
- a) To maximize profit at any cost
 - b) To create a consistent brand message across all communication channels
 - c) To eliminate the need for advertising
 - d) To increase production efficiency

Group-B

(Short Answer Type Questions)

3 x 5=15

- 2. Describe how does the economic environment affect purchasing power in rural markets (3)
- 3. Explain how geographic isolation influences the characteristics of rural consumers (3)
- 4. Explain what influences consumer buying behavior (3)
- 5. Summarize the concept of promotional mix (3)
- 6. Illustrate the factors that are considered in product design decisions (3)

OR

Explain the concept of pricing strategy (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

- 7. Identify the variables which help in navigating Rural Inhibiting Factors. (5)
- 8. Examine the factors contributing to the successful adoption and implementation of innovations in rural markets (5)
- 9. Illustrate the concept of packaging with examples (5)
- 10. Explain the advantages and challenges associated with using a hybrid distribution model and a mix of promotion strategies. (5)

11. Compare the difference between Integrated Marketing Communication and traditional marketing communication approaches (5)
12. Illustrate how do businesses in rural areas decide which products to offer based on the specific needs and preferences of rural consumers (5)

OR

Evaluate the way businesses adapt their branding strategies at different stages of the product life cycle (5)
