

2 0 1 4

(May)

COMMERCE

(Speciality)

Course : 603

(**Rural Marketing**)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. Write True or False : **1×8=8**

- (a) Need recognition is the first step in a buying decision.
- (b) The rural market accounts for less than 50% of the sales of durables.
- (c) Rural consumers are heterogeneous from income point of view.
- (d) People who by virtue of their competence or acceptability yield influence on others are regarded as opinion leaders.

- (e) The limited sociability of villagers results in poor brand communication and high preferences for branded products.
- (f) The Consumers' Protection Act was passed in 1986.
- (g) Motivation is an inner urge that moves or prompts action.
- (h) Positioning is the act of finding a place in the minds of consumers and locating the brand therein.

2. Write short notes on (any four) : 4×4=16

- (a) Microfinance
- (b) Rural retailing
- (c) Lifestyle
- (d) Life cycle needs
- (e) FMCG
- (f) Scope of rural marketing

3. (a) Critically examine the problems of marketing agricultural products in India.

14

Or

(b) Analyse the role of cooperatives in the marketing of agricultural products.

4. (a) Give an account of various distribution channels concerned with rural marketing. 14

Or

- (b) Discuss the features of a successful marketing strategy in the context of rural marketing.

5. (a) What is market segmentation? Discuss the prerequisites of market segmentation. 4+10=14

Or

- (b) Discuss the features of the rural segment. How does this segment differ from urban segment? 7+7=14

6. (a) Discuss the major factors of marketing environment with special reference to the socio-cultural factors. 14

Or

- (b) Examine the role of economic and geographical factors in the context of rural marketing. 7+7=14

★★★