

**6 SEM TDC RMKT 3 (Sp)**

**2 0 1 6**

( 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. Answer the following as directed :

- (a) In rural areas, most of the products consumed are in the nature of basic goods. ( Write True or False ) 1
- (b) Write the full forms of (i) SHG and (ii) AGMARK. 2
- (c) Marketing is pre-production activity. ( Write True or False ) 1

(d) Rural marketing promotion can be more effective through

(i) melas

(ii) village fairs

(iii) door-to-door campaigns

(iv) All of the above

( Choose the correct answer )

1

(e) Name one of the online retailing sales portals.

1

(f) Which is the main crop of India?

(i) Rice

(ii) Wheat

(iii) Corn

(iv) None of the above

( Choose the correct answer )

1

(g) The method of expressing the value of goods in terms of money is being called \_\_\_\_\_ system. ( Fill in the blank )

1

2. Write short notes on (any four) :

4×4=16

(a) Scope of rural marketing

(b) Evolution of rural marketing

(c) Legal marketing environment

(d) Rural marketing strategies

(e) Marketing information system

(f) Role of rural marketing research

3. (a) Explain the term 'Rural Marketing'. Discuss the characteristics of rural marketing. 12

Or

- (b) Discuss the importance of rural marketing in the growth of a business firm and in the development of rural areas. 6+6=12

4. (a) What do you mean by rural marketing environment? Explain the problems of rural marketing. 4+7=11

Or

- (b) Discuss the impact of geographical and social-cultural factors on rural marketing operations.  $5\frac{1}{2} \times 2 = 11$

5. (a) "Market segmentation is the process of dividing the total heterogenous market into several homogeneous sub-markets or segments." Discuss the statement and highlight the prerequisites for effective segmentation. 11

Or

- (b) Explain briefly the basic methods of rural market segmentation. 11

6. (a) Describe the different stages in product planning process for rural market. 11

Or

(b) What factors will you consider in selecting a suitable distribution channels for rural market? Discuss. 11

7. (a) Write an explanatory note on 'Role of Government in marketing of agricultural products.' 11

Or

(b) What do you mean by cooperative marketing? Explain its relevance to the rural market of a country like India.

4+7=11

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