

Total No. of Printed Pages—7

**6 SEM TDC RMKT 3 (Sp) N/O**

**2 0 1 7**

( May )

COMMERCE

( Speciality )

Course : 603

( Rural Marketing )

Time : 3 hours

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

( New Course )

Full Marks : 80

Pass Marks : 24

1. Answer the following as directed :  $1 \times 8 = 8$

(a) Mention an adverse impact of globalization on the rural economy.

(b) Write the full form of ISI.

(c) State one of the differences between rural market and urban market.

(d) Branded products are sold at a higher price than unbranded ones.

( Write True or False )

(e) Business logistics is a part of physical distribution.

( Write True or False )

(f) Digital banking can be resorted through

(i) mobile phones

(ii) Internet

(iii) green channel counter

(iv) All of the above

(v) None of the above

( Choose the correct answer )

(g) The process of dividing a market into \_\_\_\_\_ is called market segmentation.

( Fill in the blank )

(h) State one of the basic objectives of the Consumer Protection Act, 1986.

2. Write short notes on any *four* of the following :  $4 \times 4 = 16$

- (a) Scope of rural marketing
- (b) Rural market opportunities
- (c) Rural distribution channels
- (d) Dynamics in rural marketing
- (e) Rural retailing

3. (a) "Rural market suffers from a variety of constraints." Explain these constraints and suggest measures to overcome these constraints.  $7 + 7 = 14$

Or

(b) Discuss the evolution and development of rural marketing in India.  $7 + 7 = 14$

4. (a) What do you mean by rural marketing environment? Explain its dimensions.  $4 + 10 = 14$

Or

(b) Discuss the impact of economic and social-cultural environment on rural marketing operation.  $7 + 7 = 14$

5. (a) Discuss the importance of market segmentation in rural marketing decisions and briefly explain the methods of market segmentation.

7+7=14

Or

- (b) Why and how are markets segmented? Is segmentation always necessary? Discuss.

4+4+6=14

6. (a) What factors are taken into consideration while determining the price of a consumer product? Discuss.

14

Or

- (b) What are the major logistic decisions in rural marketing? Briefly explain each one of them.

14

( Old Course )

Full Marks : 80

Pass Marks : 32

1. Write True or False :

1×8=8

- (a) There is no role of branding and advertising in rural markets.
- (b) Industrial banks are basically rural-oriented.
- (c) Rural marketing can be more effective, if it is arranged through door-to-door campaigns.
- (d) Digital marketing means marketing of digital instruments.
- (e) Usually village industries are labour-intensive and quick-yielding in nature.
- (f) ISI is the quality certification mark for agricultural products.
- (g) The rural market is an area of darkness to Indian entrepreneurs.
- (h) Rural marketing should not be considered as an expense but as an investment.

2. Write short notes on any *four* of the following : 4×4=16

(a) Dynamics in rural marketing

(b) Cooperative marketing

(c) Product development in rural marketing

(d) Rural retailing

(e) Channels of distribution

3. (a) Explain the nature and scope of rural marketing. 6+5=11

*Or*

(b) "We are moving into a new orbit of development, where the base is shifting constantly towards village India." Discuss the statement. 11

4. (a) Explain the concept and significance of rural marketing environment.

4+7=11

*Or*

(b) Discuss briefly the influence of economic and socio-cultural factors on rural marketing operations.

$5\frac{1}{2}+5\frac{1}{2}=11$

5. (a) What is meant by rural market segmentation? Explain the criteria of successful rural market segmentation. 3+8=11

*Or*

- (b) Discuss the influence of rural market segmentation in rural marketing. 11

6. (a) What do you understand by product planning? Discuss briefly the problems of introducing a new product in rural market. 3+8=11

*Or*

- (b) Write an explanatory note on 'logistic issues in rural marketing'. 11

7. (a) Briefly discuss the internal and external factors that should be taken into account for pricing of agricultural products. 6+6=12

*Or*

- (b) Discuss the role of government in marketing of agricultural products. 12