

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.

(2)

- (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.

(3)

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

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Or

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

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