

Total No. of Printed Pages—7

6 SEM TDC RMKT 3 (Sp) N/O

2018

(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 questions as
directed : $1 \times 8 = 8$

(a) The density of population in rural
markets is high/low.

(Choose the correct answer)

(2)

- (b) State one of the major problems faced by rural marketers.
- (c) Write the full form of EOUs.
- (d) Mention one of the Rural Development Programmes (RDPs) of the Government of India.
- (e) Market Segmentation is a process of defining and breaking heterogeneous market into — sub-markets or segments.
(Fill in the blank)
- (f) Labelling refers to designing the — and putting it on the package.
(Fill in the blank)
- (g) Name the non-paid form of communication of information about the products.
- (h) Trade Fairs and Exhibitions provide an important avenue of sales promotion to the rural marketers.
(Write True or False)

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(Continue)

(3)

2. Write short notes on any *four* of the following : $4 \times 4 = 16$
- (a) Dynamics in rural marketing
- (b) Rural communication system
- (c) Importance of Product Planning in rural marketing
- (d) Occupational pattern of rural people
- (e) Logistic decisions in rural marketing
3. (a) Define the term 'Rural Marketing'. Discuss the importance of the study of rural marketing. $4 + 10 = 14$
- Or
- (b) Discuss the challenges faced by rural marketers. 14
4. (a) Discuss the rural marketing environment. 14
- Or
- (b) Explain the impact of geographical and socio-cultural factors on rural marketing operations. $7 + 7 = 14$

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(Turn Over)

5. (a) What do you know about rural market segmentation? Explain the prerequisites for effective rural market segmentation. 4+10=14

Or

- (b) Briefly explain the different bases for market segmentation. What will be the suitable base for the marketing of mineral water in rural market? Explain. 7+7=14

6. (a) What is meant by marketing strategy? Explain the distribution strategies to reach out effectively into rural markets. 4+10=14

Or

- (b) Discuss the different stages in Product Planning process for rural market.