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

## 2 0 1 9

( 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 :

   (a) There is a need to understand the global marketing environment to develop appropriate strategies for exploring rural market.

   ( Write True or False )    1

(b) Mention one of the characteristics of rural society. 1

(c) Write the full forms of the following : 1×2=2

    (i) FMCGs

    (ii) FSSAI

(d) _____ is the main occupation in rural economy. ( Fill in the blank ) 1

(e) State one of the functions of personal selling. 1

(f) _____ is the last stage in a channel of distribution. ( Fill in the blank ) 1

(g) Rural marketing promotion can be more effective through

    (i) melas

    (ii) village fairs

    (iii) door-to-door campaigns

    (iv) All of the above

    (v) None of the above

        ( Choose the correct answer ) 1

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

    (a) Rural credit institutions

    (b) Future of Indian rural market

    (c) Scope of rural marketing

    (d) Rural product planning

    (e) Dynamics in rural marketing

3. (a) Is rural marketing different from urban marketing? Explain the significance of rural marketing. 7+7=14

        *Or*

    (b) Discuss briefly the evolution and development of rural marketing in India. 14

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

        *Or*

    (b) Discuss the impact of geographical and technological factors on rural marketing operations. 7+7=14

**5.** *(a)* What is market segmentation? Discuss the significance of market segmentation in developing a rural marketing strategy. 4+10=14

*Or*

*(b)* What do you mean by rural market segmentation? Explain the pre-requisites for effective rural market segmentation. 4+10=14

**6.** *(a)* What is meant by rural pricing strategy? Explain its significance in rural marketing operations. 4+10=14

*Or*

*(b)* Write critical notes on the distribution channels and logistics in rural market. 7+7=14

*( Continued )*