

**Vidya Vikas Mandal's**  
**Shree Damodar College of Commerce & Economics, Margao-Goa**  
**SY B.Com, Semester-III, Semester End Examination November, 2022**  
**Fundamentals of Rural Marketing GE-3 (COG122)**

**Duration: 2hrs****Max Marks: 80****Instructions: 1) All questions are compulsory****2) Answers to sub questions in 1 and 2 to be answered in not more than 100 words****3) Answers to question 3 to 6 to be answered in not more than 400 words each.****4) Figures to the right indicate maximum marks.****5) Start each question on fresh page.****Q1 Write short notes on (Any 4)****(4x4=16)**

- a) Define a rural market
- b) Differentiate between Rural and Urban Markets
- c) Define a Rural Marketing Environment
- d) Explain the profile of Rural Markets in India
- e) Define Market Segmentation
- f) Explain the benefits of Rural Market Segmentation

**Q2 Write short notes on (Any 4)****(4x4=16)**

- a) Explain the profile of an Indian Rural Consumer
- b) Explain the term Cooperative marketing
- c) Define the term Micro Finance
- d) Discuss the Problems in Rural Marketing
- e) Explain briefly the Product Strategies of Rural Marketing
- f) Define Brand Building in Rural Marketing

**Q3A) Explain the characteristics of Indian Rural Markets?****(12 Marks)****OR****B) Discuss the forces which influence the rural marketing operations in India****(12 Marks)****Q4 A) Explain the factors that lead to growth of rural markets in India****(12 Marks)****OR****B) Discuss the factors contributing to the change in rural demand****(12 marks)****Q5A) State and explain the Challenges faced by a seller in the Indian rural markets****(12 Marks)****OR****B) Discuss the forces that influence the buying behavior of the rural consumer (12 Marks)****Q6 A) "There is a need for tapping the rural markets" Elaborate****(12 Marks)****OR****B) Explain the methods of motivating the rural consumer to buy the products. (12 Marks)**