

Vidya Vikas Mandal's
 Shree Damodar College of Commerce & Economics, Margao-Goa
 SY B.Com, Semester-III, Semester End Examination, November 2023.
 Fundamentals of Rural Marketing (GE-3) (COG122)

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

- a) Write the concept of Rural Marketing.
- b) Write the factors that lead to growth of rural markets.
- c) Explain how can marketers identify the potential of rural markets.
- d) Define what is "Rural Area".
- e) Differentiate between Rural and Urban Markets.
- f) What are the government initiatives taken to bring a growth in the rural marketing?

Q 2) Write short notes on (Any 4)**(4x4=16)**

- a) Socio-cultural factors affecting rural consumer behaviour.
- b) Personal factors affecting rural consumer behaviour.
- c) Importance of Co-operative marketing.
- d) Explain briefly the Product strategies of Rural Marketing.
- e) Explain "AALAP" Strategy to counter fake products.
- f) Benefits of Microfinance.

Q 3 A) Explain the profile of Rural Markets in India.**(12 Marks)****OR****B) "There is a need for tapping the rural markets" Elaborate.****(12 Marks)****Q 4 A) Explain the forces that influence the Rural marketing Environment in India.****(12 Marks)****OR****B) Explain what is Market segmentation and the basis for market segmentation.****(12 Marks)****Q 5 A) What are the opportunities available for the marketers in rural India?****(12 Marks)****OR****B) Explain the buying pattern of the rural consumer and how it influences their buying. (12 Marks)****Q 6 A) State and explain the problems of rural marketing in India?****(12 Marks)****OR****B) Explain what is "Brand Building" and the ways to build the brand in rural market. (12 Marks)**