

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

Duration: 2 hours

Max Marks: 80

Instructions: i) *All questions are compulsory.*

ii) *Figures to the right indicate full marks.*

iii) *Start each new question on fresh page.*

1. Write short notes on **any four** out of the following: **(4x4=16 marks)**

- a. Geographic market segmentation
- b. Rural consumer behaviour in India
- c. Indian rural markets
- d. Brand building
- e. Importance of co-operative marketing
- f. Product strategies adopted in rural India

2. Write short notes on **any four** out of the following: **(4x4=16 marks)**

- a. Demographic market segmentation
- b. Promotion strategies adopted in rural India
- c. Problems of co-operative marketing society
- d. Concept of microfinance
- e. Fake brands in rural markets
- f. Limitations of market segmentation

3. a. Explain the meaning of market segmentation and its importance in the rural India.

(12 marks)

OR

b. What do you understand by the term rural marketing environment? Explain giving examples how technological and political factors affect rural marketing environment in India?

4. a. Discuss the problems faced by the marketers in the rural areas of India. **(12 marks)**

OR

b. How would you differentiate rural markets from the urban markets in India?

5. a. Explain why the country has seen a significant change in rural consumer demand over the last decade. **(12 marks)**

OR

b. Explain the steps in market segmentation with special context to rural India.

6. a. What are the opportunities available for the marketers in rural India?

(12 marks)

OR

b. Why is there a need to tap the rural market in India?