

**VIDYA VIKAS MANDAL'S**  
**SHREE DAMODAR COLLEGE OF COMMERCE AND ECONOMICS, MARGAO GOA**  
**SECOND YEAR B.COM, SEMESTER III, SEMESTER END EXAMINATION, OCTOBER, 2015**  
**APPLIED COMPONENT – RURAL MARKETING**

Duration: 2 Hours

Max Marks: 80

- Instructions:** 1) All questions are compulsory  
2) Figures to the right indicate maximum marks  
3) Answer sub-questions in Question No 1 and Question No 2 in not more than 100 Words each  
4) Answer Question No 3 to Question No 6 in not more than 400 words each

Q 1. Write short notes on the following (any 4): (4x4=16)

- a) Rural v/s Urban Markets
- b) Features of business environment
- c) Need for tapping rural market
- d) Factors influencing consumer behaviour
- e) Demographic segmentation
- f) Features of Co-operatives.

Q 2 Write short notes on the following (any 4): (4x4=16)

- a) Myths in rural marketing
- b) Scope of rural marketing in India
- c) Social Marketing
- d) Benefits of co-operatives
- e) Psychographic segmentation
- f) Sources of rural purchasing capacity

Q 3 A) Define Rural Marketing. Explain the features of rural marketing in India. (12)

OR

B) Describe the macro factors affecting rural marketing environment. (12)

Q 4 A) Explain the profile of rural consumers of India. (12)

OR

B) State and explain the factors contributing to the growth of rural markets. (12)

Q5 A) Describe the methods of motivating rural consumers. (12)

OR

B) Highlight the problems of rural marketing in India. (12)

Q 6 A) Explain the different rural marketing strategies. (12)

OR

B) Describe the growing opportunities of rural marketing in India. (12)

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