

Vidya Vihar Mandal
B. Damodar College of Commerce & Economics, V. V. P. Co-Ed
University, Bhopal, Semester- III, Session- I End Examination of March 2017
RURAL MARKETING

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. Scope for rural marketing in India
 - b. Demographic market segmentation
 - c. Rural consumer demand in India
 - d. Brand building
 - e. Opportunities for rural marketers
 - f. Problems in co-operative marketing

2. Write short notes on **any four** out of the following: **(4x4=16 marks)**
 - a. Psychographic market segmentation
 - b. Product strategies adopted in rural India
 - c. Benefits of co-operative marketing
 - d. Role of social media in Rural Marketing
 - e. Geographic market segmentation
 - f. Fake brand marketing in India

3. a. What are the factors affecting rural marketing environment in India? **(12 marks)**
OR
b. Explain the benefits and limitations of rural market segmentation in Indian context.
(12 marks)

4. a. Explain why the country has seen a significant change in rural consumer demand.
OR
b. What methods are adopted by the marketers to motivate rural consumers in India?
(12 marks)

5. a. Explain the problems faced by the marketers in rural India.
OR
b. What is co-operative marketing? What are the features of co-operative marketing?

6. a. Why is there a need to tap the rural market in India? **(12 marks)**
OR
b. Explain how a rural market is different from urban market in India.