

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
SY B.Com, Semester-III, Semester End Examination, October 2019
Fundamentals of Rural Marketing (GE-3)

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. Objectives of microfinance
 - b. Strategies adopted to reduce fake products
 - c. Geographic segmentation
 - d. Behavioural segmentation
 - e. Rural market v/s urban market
 - f. Benefits of Co-operative Marketing

2. Write short notes on **any four** out of the following: (4x4=16 marks)
 - a. Importance of Co-operative marketing
 - b. Factors contributing to change in rural demand
 - c. Pricing strategies adopted by marketers in rural India
 - d. Demographic segmentation
 - e. Tourism scenario in Goan rural areas
 - f. Motives for buying fake brand products

3. a. What are the factors affecting rural marketing environment in India? (12 marks)

OR

 b. What is market segmentation? Explain the benefits and limitations of rural market segmentation in Indian context.

4. a. Give a brief profile of rural consumers in India. (12 marks)

OR

 b. What are the methods adopted by the marketers to motivate rural consumers in India?

5. a. Explain the problems faced by the marketers in rural India. (12 marks)

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 the features of Indian rural markets.