

VidyaVikasMandal's  
Shree Damodar College of Commerce and Economics Margao-Goa  
S.Y.B.Com, Semester III, May/June Supplementary Examination 2017  
**APPLIED COMPONENT- RURAL MARKETING**

**Duration: 2 hrs**

**Max Marks : 80**

**Instructions:**

1. Figures to the right indicate maximum marks.
2. Start each question on a fresh page
3. All questions are compulsory

**Q 1. Write short note on (Any 4 )**

**(4x4=16)**

- a) Urban market vs rural market.
- b) Need for tapping rural market.
- c) Attributes required by a rural marketer.
- d) Guidelines to effective segmentation.
- e) Describe the changing patterns of rural demand.
- f) Co-operative marketing.

**Q 2. Write short note on (Any 4 )**

**(4x4=16)**

- a) Geographic Segmentation.
- b) Rural marketing environment.
- c) Methods for motivating rural consumers.
- d) Sources of rural purchasing capacity.
- e) Rural marketing opportunities.
- f) Scope of rural marketing in India.

**Q 3. A) Profile of rural marketing.**

**(12)**

OR

X) Describe the factors contributing to the growth of rural markets.

**(12)**

**Q 4. A) Discuss the macro factors affecting rural marketing environment.**

**(12)**

OR

X) Write a note on the bases of market segmentation.

**(12)**

**Q 5. A) State and explain the factors influencing consumer behavior.**

**(12)**

OR

X) Discuss the profile of rural consumers.

**(12)**

**Q 6. A) Highlight the various rural marketing strategies for the development of rural marketing in India.**

**(12)**

OR

X) Explain the problems of rural marketing in India.

**(12)**