

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
S.Y.B.Com, Semester-III, Semester End Examination, October 2018
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. Rural markets in India
 - b. Demographic market segmentation
 - c. Rural consumer in India
 - d. Brand building
 - e. Meaning of co-operative marketing
 - f. Promotion strategies adopted in rural India

2. Write short notes on **any four** out of the following: **(4x4=16 marks)**
 - a. Geographic market segmentation
 - b. Pricing strategies adopted in rural India
 - c. Problems of co-operative marketing society
 - d. Concept of microfinance
 - e. Meaning of rural marketing
 - f. Fake brands in rural markets

3. a. Explain giving examples how economic, political and technological factors affect rural marketing environment in India? **(12 marks)**

OR

b. Explain the benefits and limitations of rural market segmentation in India.

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

OR

b. State and explain the problems of rural marketing in India.

5. a. Explain how a rural market differs from the urban markets in India? **(12 marks)**

OR

b. Discuss giving example how co-operative marketing is beneficial in rural India.

6. a. Why is there a need to tap the rural market in India? **(12 marks)**

OR

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