

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?