

VidyaVikas Mandal's
Shree Damodar College of Commerce and Economics Margao-Goa
S.Y.B.Com, Semester III, May/June Supplementary Examination 2018
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) Need for tapping rural markets.
- b) Factors contributing to the growth of rural markets.
- c) Behavioural segmentation.
- d) Methods for motivating rural consumers.
- e) Pricing strategies in rural marketing.

Q 2. Write short note on (Any 4)

(4x4=16)

- a) Rural marketing.
- b) Demographic factor affecting rural marketing environment.
- c) Guidelines to effective segmentation.
- d) Explain factors contributing to the change in rural demand.
- e) Write a note on changing patterns of rural demand.
- f) Promotion strategies.

Q 3. A) Describe the various bases used for rural market segmentation.

(12)

OR

X) Explain the profile of rural marketing.

(12)

Q 4. A) Distinguish between rural and urban markets.

(12)

OR

X) Write a note on economic, political and technological factors affecting rural marketing environment.

(12)

Q 5. A) Highlight the various factors influencing consumer behavior.

(12)

OR

X) What are the rural marketing opportunities in India.

(12)

Q 6. A) Discuss the profile of rural consumers.

(12)

OR

X) Explain the problems of rural marketing in India.

(12)