

VidyaVikasMandal's  
Shree Damodar College of Commerce and Economics Margao-Goa  
S.Y.B.Com, Semester III, Semester End Examination, October 2016  
**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 market.
- b) Benefits of co-operatives.
- c) Guidelines to effective segmentation.
- d) Factors influencing consumer behaviour.
- e) Methods of motivating rural consumers.
- f) Scope of rural marketing in India.

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

**(4x4=16)**

- a) Factors contributing to the growth of rural markets.
- b) Psychographic segmentation.
- c) Behavioural segmentation.
- d) Changing patterns of rural demand.
- e) Product strategies in rural marketing in India.
- f) Pricing strategies.

**Q 3. A) Describe the features of rural marketing in India.**

**(12)**

OR

**X) Distinguish between rural market and urban market.**

**(12)**

**Q 4. A) Rural marketing environment has been affected by several factors. Justify.**

**(12)**

OR

**X) Explain the bases of Geographic and Demographic market segmentation.**

**(12)**

**Q 5. A) Explain the profile of Rural Consumers.**

**(12)**

OR

**X) Highlight the various factors contributing to the change in Rural demand.**

**(12)**

**Q 6. A) Discuss the problems of rural marketing in India.**

**(12)**

OR

**X) State and explain the rural opportunities.**

**(12)**