

DURATION: 2 HRS

MAX MARKS: 80

INSTRUCTIONS: 1) All questions are compulsory

2) Figures to the right indicate full marks

Q 1 Write short notes on the following: (any 4)

(4x4=16)

- a) Economic segmentation
- b) Distinction between Rural and Urban Market
- c) Features of Co-operatives
- d) Need for tapping rural market
- e) Features of business environment
- f) Factors influencing consumer behaviour

Q 2 Write short notes on the following: (any 4)

(4x4=16)

- a) Demographic segmentation
- b) Social marketing
- c) Scope of rural marketing in India
- d) Myths in rural marketing
- e) Sources of rural purchasing capacity
- f) Benefits of co-operatives

Q 3 A) State and explain the features of rural marketing in India.

(12)

OR

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

Q4A) Explain the macro factors affecting rural marketing environment.

OR

(12)

B) Describe the profile of rural consumers in India.

Q5 A) State and explain the problems of rural marketing in India.

OR

(12)

B) Explain the methods of motivating rural consumers.

Q 6 A) Highlight the growing opportunities of rural marketing in India.

OR

(12)

B) Discuss the different rural marketing strategies.