

Time: 2½ hrs.

Marks: 75

- Note:
1. All questions are compulsory with internal options.
 2. Figures to the right indicate full marks.
 3. Draw neat diagram wherever necessary.

Q. 1 (A) Fill in the blanks with the correct answer from the alternatives given below. (08)
(Attempt any 8)

- (1) The _____ element in the marketing mix is particularly important in rural marketing due to limited access to information.
A. Product
B. Price
C. Promotion
D. Place
- (2) _____ product category dominates rural consumption patterns.
A. Luxury goods
B. Electronic gadgets
C. Fast-moving consumer goods (FMCG)
D. High-end fashion
- (3) _____ is the significance of 'Gram Panchayats' in rural marketing.
A. Tax collection
B. Infrastructure development
C. Market regulation
D. Local governance
- (4) _____ season witnesses the highest agricultural activities in rural areas.
A. Winter
B. Monsoon
C. Spring
D. Summer
- (5) _____ is often a major barrier in rural marketing due to poor infrastructure.
A. Transportation
B. Accessibility
C. Jobs
D. Communication
- (6) One of the key challenges in rural marketing is _____ due to lower literacy rates.
A. Price
B. Communication
C. Traditions
D. Technology
- (7) The majority of the rural population in many countries depends on _____ for their livelihoods.
A. Rainfall
B. Agriculture
C. Fishery
D. Occupation
- (8) Rural marketing often requires _____ strategies tailored to the specific needs and preferences of rural consumers.
A. Customized
B. Simple
C. Complex
D. Dual
- (9) _____ is crucial in rural marketing to ensure products are durable and can withstand rural conditions.
A. Product Strategy
B. Pricing Strategy
C. Distribution strategy

D. Communication Strategy

- (10) _____ is an important aspect of rural marketing as rural consumers tend to have limited purchasing power.
- A. Availability
 - B. Awareness
 - C. Accessibility
 - D. Affordability

(B) State whether the following statements are true or false. (Attempt any 7) (07)

- (1) Rural marketing strategies are similar to urban marketing strategies.
- (2) Distribution is not a significant factor in rural marketing due to the proximity of rural populations.
- (3) Rural marketing involves educating consumers about the benefits of products and services
- (4) Affordability is not a concern in rural marketing due to higher income levels.
- (5) Advertising is ineffective in reaching rural consumers.
- (6) Rural marketing requires considering the impact of seasonal changes on consumer behaviour.
- (7) Product quality is not a concern in rural marketing.
- (8) Rural marketing does not involve leveraging traditional marketing channels such as word-of-mouth.
- (9) Pricing strategy Positively impacts rural marketing success.
- (10) Culture influences rural consumer behaviour.

Q.2 a) What is rural marketing? Explain the scope of rural marketing in India. (08)

b) Explain the efforts put in by the government for Rural development. (07)

OR

Q.2 c) Elucidate the problems faced by rural markets in India. (08)

d) Elaborate on the strategies to overcome constraints in Rural Marketing. (07)

Q.3 a) Explain the factors affecting rural consumer behavior. (15)

OR

Q.3 b) Distinguish between Rural consumers and Urban Consumers. (08)

c) Elaborate on the characteristics of rural consumers. (07)

Q.4 a) Elaborate on the pricing strategies of rural markets. (10)

b) Explain the 4 A's of Rural Marketing. (05)

OR

Q.4 c) Explain the problem of fake brands in Rural Markets. (08)

d) Discuss the promotional strategies for Rural Markets. (07)

Q.5 a) Elaborate on the steps in developing effective rural communication. (15)

OR

Q.5 Write short notes on (Attempt any 3) (15)

- (1) 4 P's of Rural Marketing
- (2) Packaging
- (3) Rural market environment
- (4) Haats
- (5) Non-conventional media