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## BBA-603(M2)

B. B. A. (SIXTH SEMESTER)

MID SEMESTER

EXAMINATION, April/May, 2022

RURAL MARKETING

Time : 1½ Hours

Maximum Marks : 50

Note : (i) Answer all the questions by choosing any *one* of the sub-questions.

(ii) Each question carries 10 marks.

1. (a) Explain rural marketing. What are the causes of the rural-urban divide in India ?

10 Marks (CO1)

OR

(b) Identify the key differences in the environmental factors affecting buyers behaviour for rural and urban markets.

10 Marks (CO2)

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2. (a) Elaborate in detail the profile of rural market in India. 10 Marks (CO1)

OR

- (b) "Rural consumers are brand loyal." Evaluate the statement and examine innovation adoptability of rural consumer.

10 Marks (CO2)

3. (a) "Rural Markets in India offer huge opportunities and throw challenges to Marketers." Discuss. 10 Marks (CO1)

OR

- (b) Discuss the 4A model of rural Marketing Mix. 10 Marks (CO2)

4. (a) Explain rural consumer purchase process. How does marketer shape the decision of consumer at different stage of the process ? 10 Marks (CO2)

OR

- (b) Explain the scope of rural marketing.

10 Marks (CO2)

(3)

5. (a) Explain the role of reference group in the context of rural markets and comment upon how does it differ from urban markets. 10 Marks (CO2)

OR

- (b) Elaborate the rural marketing environment using STEP model. 10 Marks (CO2)

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