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Roll No.

BBA-603(M2)

**B. B. A. (SIXTH SEMESTER)
MID SEMESTER EXAMINATION, 2021**

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) Why do you think rural India offers huge opportunity to the marketers ?

10 Marks (CO1)

OR

- (b) Explain the components of rural marketing environment in India. 10 Marks (CO1)

2. (a) What are the differences between characteristics of rural and urban customer ?

10 Marks (CO2)

P. T. O.

(2)

OR

- (b) Explain the stages in buying decision making process for rural consumer.

10 Marks (CO1)

3. (a) What are the different challenges faced by marketers in rural areas ? 10 Marks (CO1)

OR

- (b) "Future lies in rural markets." Comment on the given statement keeping in view the Indian rural scenario. 10 Marks (CO1)

4. (a) Discuss the different elements of rural marketing mix. 10 Marks (CO1)

OR

- (b) Discuss the impact of digitalization on rural marketing. 10 Marks (CO1)

5. (a) What are the different factors influencing consumer behavior of rural people ?

10 Marks (CO1)

OR

- (b) How is rural marketing different from marketing in urban areas ? 10 Marks (CO1)

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