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Roll No.

BBA-603(M2)

B. B. A. (SIXTH SEMESTER)

MID SEMESTER

EXAMINATION, April, 2023

RURAL MARKETING ,

Time : 1½ Hours

Maximum Marks : 50

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

(ii) Each sub-question carries 10 marks.

- 1. (a) How do you define rural marketing ?
Describe how rural marketing has been
defined by different organizations. (CO1)**

OR

- (b) What have been the developments in the
marketing environment in rural areas in
the last five years ? (CO1)**

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(2)

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2. (a) The economic environment is fast changing in rural India. How will these changes affect consumption patterns among customers ? (CO2)

OR

- (b) Describe the adoption and diffusion process of new products in the rural context. (CO2)
3. (a) A durables company wants to sell its products in rural markets. Which critical factors in the socio-economic environment should it examine to design its market entry strategy ? (CO3)

OR

- (b) What is the concept of 'brand stickiness' ? How is it different from brand loyalty ? Why is this concept more relevant in rural India ? Cite some examples of the same. (CO3)

(3)

4. (a) Define and explain the five stages of the consumer buying process. (CO4)

OR

- (b) If a farmer wants to buy a tractor, what according to you would be the factors that will influence his decision ? What will be the decision-making process followed by him ? (CO4)
5. (a) Do opinion leaders always influence purchase process in rural India ? Explain with suitable example. (CO5)

OR

- (b) Abraham Maslow sought to explain why people are driven by particular needs at particular times. How does Maslow's theory help marketers in rural areas ?

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