

Total No. of Questions: 6

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Enrollment No.....



Faculty of Management Studies  
End Sem Examination May-2024

MS3EM11 Rural Marketing

Programme: BBA

Branch/Specialisation: Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. Which of the following products is typically in high demand in rural markets of India? **1**
- (a) Smartphones and electronics
  - (b) Fashion apparel and accessories
  - (c) Basic necessities like FMCG goods
  - (d) Luxury cars and high-end gadgets
- ii. How products are usually distributed in rural markets of India? **1**
- (a) Through exclusive urban-based stores
  - (b) Via online platforms and e-commerce websites
  - (c) Through a network of rural retailers and wholesalers
  - (d) By direct sales representatives only
- iii. What factors commonly influence consumer behavior in rural markets? **1**
- (a) Urban lifestyle trends
  - (b) Technological advancements only
  - (c) International fashion trends
  - (d) Socio-economic status and cultural values
- iv. Which stage of the buying process involves evaluating alternative brands or products? **1**
- (a) Need recognition
  - (b) Information search
  - (c) Evaluation of alternatives
  - (d) Purchase decision

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v.	In the context of rural marketing, what do the 4A's represent?	1
	(a) Availability, Affordability, Accessibility, Awareness	
	(b) Advertisement, Attractiveness, Accessibility, Affordability	
	(c) Agriculture, Agribusiness, Animal Husbandry, Awareness	
	(d) Adaptability, Adoption, Affordability, Awareness	
vi.	What is an essential factor in brand building in rural areas?	1
	(a) Exclusive distribution through urban channels	
	(b) Celebrity endorsements from international stars	
	(c) Building trust and credibility through word-of-mouth and community engagement	
	(d) Price discounts and promotional offers	
vii.	Which distribution model is typically employed by durable goods companies in rural markets?	1
	(a) Agent-based distribution model	
	(b) Rural dealership model	
	(c) Company-owned retail outlets	
	(d) Online subscription model	
viii.	Which tools and techniques are commonly used for promotion in rural markets?	1
	(a) Direct mail campaigns and door-to-door sales	
	(b) Celebrity endorsements and influencer marketing	
	(c) Social media advertising exclusively	
	(d) Online banner ads and pop-up notifications	
ix.	What is the role of innovation in rural markets?	1
	(a) To maintain traditional practices and resist change	
	(b) To limit access to technological advancements	
	(c) To exclusively target urban consumers	
	(d) To create new products and services tailored to rural needs	
x.	What is the objective of Project I-Shakti?	1
	(a) To provide digital connectivity to rural areas	
	(b) To empower rural women through entrepreneurship and technology	
	(c) To establish a network of rural telecenters	
	(d) To promote organic farming practices	

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Q.2	i.	Discuss rural markets in India.	2
	ii.	Briefly discussed about products, distribution and communication in rural market.	3
	iii.	Explain rural market environment.	5
OR	iv.	Discuss evolution of rural market in India.	5
Q.3	i.	Discuss consumer behaviour in rural market.	2
	ii.	What are the factors affecting rural consumer behaviour?	8
OR	iii.	Explain segmentation, targeting & positioning with reference to rural market.	8
Q.4	i.	What is 4P's & 4A's in rural marketing?	3
	ii.	Discuss brand building in rural areas.	7
OR	iii.	Explain pricing strategies and approaches in rural marketing.	7
Q.5	i.	What do you understand by channels of distribution?	4
	ii.	What are rural distribution models? Discuss distribution models of FMCG companies.	6
OR	iii.	Describe tools & techniques of promotion in rural market.	6
Q.6		Write a short note on any two:	
	i.	ITC's e- Choupal	5
	ii.	Project I-Shakti	5
	iii.	Gyandoot	5

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## Marking Scheme

### Rural Marketing (T) - MS3EM11 (T)

Q.1	i)	Answer: c) Basic necessities like FMCG goods		1
	ii)	Answer: a)Through a network of rural retailers and wholesalers		1
	iii)	Answer: d) Socio-economic status and cultural values		1
	iv)	Answer: c) Evaluation of Alternatives		1
	v)	Answer: a) Availability, Affordability, Accessibility, Awareness		1
	vi)	Answer: c) Building trust and credibility through word-of-mouth and community		1
	vii)	Answer: b) Rural dealership model		1
	viii)	Answer: a) Direct mail campaigns and door-to-door sales		1
	ix)	Answer: d) To create new products and services tailored to rural needs		1
	x)	Answer: b) To empower rural women through entrepreneurship and technology		1
Q.2	i.	Rural markets in India.	2 Marks	2
	ii.	Discussed about products	1 Marks	3
		Distribution and communication in rural market.	2 Marks	
	iii.	Rural market environment.	5 Marks	5
OR	iv.	Evolution of rural market in India.	5 Marks	5
Q.3	i.	Consumer behaviour in rural market.	2 Marks	2
	ii.	Factors affecting rural consumer behaviour	8 Marks	8
OR	iii.	Segmentation, targeting & positioning	8 Marks	8
Q.4	i.	4P's	1.5 Marks	3
		4A's in rural marketing	1.5 Marks	

	ii.	Brand building in rural areas.	7 Marks	7
OR	iii.	Pricing strategies and approaches in rural marketing.	7 Marks	7
Q.5	i.	Channels of distribution	4 Marks	4
	ii.	Rural distribution model	3 Marks	6
		Distribution models of FMCG companies.	3 Marks	
OR	iii.	Tools & techniques of promotion in rural market.	6 Marks	6
Q.6	Attempt any two:			
	Write a short note on any two following topic			
	i.	ITC's e- Choupal,	5 Marks	5
	ii.	Project I-Shakti,	5 Marks	5
	iii.	Gyandoot	5 Marks	5

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