



## Term Evaluation (Even) Semester Examination March 2025

Roll no.....

Name of the Course:BBA

Semester:VI

Name of the Paper: RURAL MARKETING

Paper Code: BBA603M2

Time: 1.5 hour

**Maximum Marks: 50**

**Note:**

- (i) Answer all the questions by choosing any one of the sub-questions
- (ii) Each question carries 10 marks.

Q1.

(10 Marks)

(a) Discuss the various perspectives of rural marketing management in India. In your answer, explain the key elements that distinguish rural marketing from other forms of marketing.

OR

(b) Critically evaluate the challenges faced by Indian marketers in rural areas, focusing on rural–urban disparities and the implications for market strategy.

c02

c04

Q2.

(10 Marks)

a. Define rural marketing and explain its concept, scope, and nature within the Indian context.

c02

OR

b. Analyze the taxonomy and attractiveness of rural marketing. Compare and contrast these aspects with those of urban marketing.

c03

Q3.

(10 Marks)

a. Examine the role of policy interventions in addressing the reforms required in rural marketing.

c03

OR

b. Discuss the impact of the "Cyber India" initiative on rural marketing.

c02

Q4.

(10 Marks)

a. Describe the typical buyer characteristics and decision-making process of rural consumers. How do these factors influence their purchasing behavior?

c01

OR

b. Evaluate the behavioral patterns of rural consumers, including their evaluation procedures, brand loyalty, and the adoption of innovations.

c04

Q5.

(10 Marks)

a. Identify and discuss the major challenges to the Indian marketer in reaching and serving rural consumers effectively.

c03

OR

b. Propose strategic recommendations for rural marketing management that incorporate both traditional methods and modern digital approaches.

c04