

SECTION-D

Note: Long answer questions. Attempt any two questions out of three Questions. **(2x8=16)**

- Q.23 Define Rural Marketing. Discuss socio-cultural factors that influence rural consumers.
- Q.24 Discuss in detail the Price and Promotion strategies in rural marketing.
- Q.25 Define Digital Marketing. Discuss the uses of Social Media in rural marketing.

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Roll No.

226746A

4th Sem.

Branch : DBM Marketing, DBM Retail
Sub. Rural Marketing

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple choice Questions. All Questions are compulsory. **(6x1=6)**

- Q.1 What is rural marketing primarily concerned with?
- a) Urban consumers
 - b) Rural consumers
 - c) Corporate clients
 - d) Global markets
- Q.2 Which of the following is a key characteristic of rural consumers?
- a) High income
 - b) Brand loyalty
 - c) Price sensitivity
 - d) Online shopping
- Q.3 What is the ultimate goal of rural marketing?
- a) Maximize urban sales
 - b) Increase rural outreach
 - c) Reduce production costs
 - d) Enhance international sales

- Q.4 Which marketing strategy is commonly used in rural areas?
- Celebrity endorsements
 - Direct selling
 - Television advertisements
 - Online campaigns
- Q.5 What is a significant challenge in rural marketing?
- High population density
 - Infrastructure limitations
 - Advanced technology
 - Excessive competition
- Q.6 What type of product is most successful in rural markets?
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|----------------------|----------------------|
| a) Daily essentials | b) Luxury goods |
| c) High-tech gadgets | d) Imported products |

SECTION-B

- Note:** Objective/Completion type questions. All questions are compulsory. **(6x1=6)**
- Q.7 Digital literacy is high among rural consumers. (True/False)
- Q.8 Local retailers play a crucial role in rural distribution. (True/False)
- Q.9 Rural marketing primarily targets children. (True/False)

- Q.10 Feedback from rural consumers can improve marketing strategies. (True/False)
- Q.11 The rural market is less diverse than the urban market. (True/False)
- Q.12 Price is a key factor in rural consumer decision making. (True/False)

SECTION-C

- Note:** Short answer type Questions. Attempt any eight questions out of ten Questions. **(8x4=32)**
- Q.13 What is Rural Marketing? Discuss its any 2 Characteristics.
- Q.14 Write any 4 Characteristics of Rural Consumers.
- Q.15 Define in brief the price strategy for rural consumers.
- Q.16 Discuss in brief the distribution strategy for rural consumers.
- Q.17 What are the main infrastructure challenges in rural market?
- Q.18 What are main problems related to agricultural marketing in India?
- Q.19 Explain in brief the digital marketing in rural India.
- Q.20 Explain in brief the fund flow statement.
- Q.21 Discuss any case study of a successful digital market campaign in India.
- Q.22 Discuss the role of central government in rural marketing.