

- Q.26 What is changing pattern of rural demand?  
 Q.27 Role of retailers in rural distribution.  
 Q.28 What are demographic factors?  
 Q.29 Behavioral aspects in rural distribution.  
 Q.30 E-chaupal as a distribution initiative.  
 Q.31 Physical distribution decisions for the rural market.  
 Q.32 Discuss the new product development in the context of rural market.  
 Q.33 What is the pricing objectives for rural markets.  
 Q.34 Write a short note on communication mix in the rural development.  
 Q.35 What do you understand with rural consumer behavior.

#### SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)  
 Q.36 Briefly discuss the rural environment in terms of the infrastructure available for marketing. How does this environment affect the marketing decisions and opportunities? Explain with reference to Marketing of consumer necessities like toilet soap and detergents  
 Q.37 What is market strategy? Which strategies are adopted for rural marketing?  
 Q.38 Explain the various problems faced by marketers in rural marketing. How do they overcome it?

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#### DBM (IPM)

#### Subject:- Rural Marketing

Time : 3Hrs.

M.M. : 100

#### SECTION-A

**Note:** Multiple choice questions. All questions are compulsory (10x1=10)

- Q.1 What is the most important role of 'Haats' in villages?  
 a) contact point for villagers  
 b) means for distribution and trading of local products and exchange rural surplus  
 c) an opportunity for buying daily necessities  
 d) a place for political, social & cultural contact
- Q.2 Project Shakti enables rural women in villages across India to nurture \_\_\_\_\_  
 a) employability mindset  
 b) skills & confidence  
 c) independence & freedom  
 d) entrepreneurial mindset
- Q.3 A major portion of the rural population consists of \_\_\_\_\_ income groups.  
 a) low b) high  
 c) medium d) all of these
- Q.4 General rural markets where rural / tribal people gather once or twice a week on a fixed day to exchange to sell their produce is called \_\_\_\_\_

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- a) regular periodic market
  - b) seasonal market
  - c) daily market
  - d) rural market
- Q.5 Markets located in the heart of the region specializing in few crops like banana, onions etc. are called \_\_\_\_\_
- a) regular periodic market
  - b) seasonal market
  - c) daily market
  - d) rural market
- Q.6 Moderate quality products are preferred by \_\_\_\_\_ consumers.
- a) urban
  - b) rural
  - c) educated
  - d) none of these
- Q.7 Rural consumers are \_\_\_\_\_
- a) price sensitive
  - b) less price sensitive
  - c) quality conscious
  - d) none of these
- Q.8 Profiling the rural market is a part of \_\_\_\_\_ stage of rural marketing strategy.
- a) planning
  - b) execution
  - c) feedback
  - d) none of these
- Q.9 \_\_\_\_\_ distribution system can be used to penetrate the rural market.
- a) Satellite
  - b) Selective
  - c) exclusive
  - d) intensive
- Q.10 Which one of the following marketing intermediaries aid in the flow of products and services?
- a) retailer
  - b) wholesaler
  - c) both (a) or (b)
  - d) either (a) or (b)

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## SECTION-B

**Note:** Objective type questions. All questions are compulsory. (10x1=10)

- Q.11 \_\_\_\_\_ distribution system can be used to penetrate the rural market.
- Q.12 For rural marketing \_\_\_\_\_ pricing is more suitable.
- Q.13 Marketing research is a part of \_\_\_\_\_ stage of rural marketing strategy.
- Q.14 Markets popularly known as haats and shandies are \_\_\_\_\_ markets.
- Q.15 Markets located in the heart of the region specializing in few crops like banana, onions etc are called \_\_\_\_\_
- Q.16 Mention any one problem in the rural marketing
- Q.17 Mention any one source of advertisement in the rural market.
- Q.18 Write any one new trend in distribution in rural market.
- Q.19 Name any one product strategy for rural market.
- Q.20 Meaning of packaging mix.

## SECTION-C

**Note:** Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)

- Q.21 What is Rural Marketing?
- Q.22 What is role of 'hats' in villages?
- Q.23 What are the challenges in rural marketing?
- Q.24 Discuss the evolution of rural marketing.
- Q.25 What are the factors influencing rural consumer behavior?

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