

- Q.30 Describe the determinants of rural consumer behavior.
 - Q.31 Discuss the characteristics of rural marketing.
 - Q.32 Observe the significance of a good pricing strategy.
 - Q.33 Mention the characteristics of rural marketing.
 - Q.34 List the objectives of communication mix.
 - Q.35 What are the benefits of right pricing strategy?

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x10=20)

- Q.36 What do you mean by product levels? Mention rural product categories in detail.

Q.37 Analyze the difference between rural marketing and urban marketing in detail.

Q.38 Define rural marketing. Explain its nature scope in detail.

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5th Sem / Branch : DBM, DBM (IPM)

Subject:- Rural Marketing

Time : 3Hrs.

M.M. : 100

SECTION-A

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

- Q.1 Rural market targets _____

 - a) Farmers b) Milkmen
 - c) Fishermen d) All of these

Q.2 Product means

 - a) Goods b) Services
 - c) Both d) None

Q.3 What do you understand by product mix?

 - a) All brand manufactured by a Company
 - b) All product offered by a Company for sale
 - c) Both
 - d) None

Q.4 This is not a function of packaging?

 - a) Protection b) Information
 - c) Promotion d) Production

Q.5 Pricing strategy follows _____

 - a) How to set price a product
 - b) How to compete with competitor's price
 - c) Both
 - d) None

- Q.6 Product promotion involves _____
 a) Increase of sale b) Publicity
 c) Advertisement d) None of these
- Q.7 New product development starts with _____
 a) New Idea b) No Idea
 c) Idea Generation d) None of these
- Q.8 Concept testing is a step involve in _____
 a) Brand making process
 b) Cost Controlling Process
 c) Selling Process
 d) New product development process
- Q.9 Product Demo stands for _____
 a) Product packaging b) Product making
 c) Product displaying d) All of these
- Q.10 What is Bundle pricing?
 a) Selling single product in package
 b) Selling two product same time
 c) Selling a group of product in package at a single price
 d) Do not selling product to the customer for some time

SECTION-B

- Note:** Objective type questions. All questions are compulsory. (True/False) and Blanks. (10x1=10)
- Q.11 Rural Marketing facilitate _____ (Primary sector / Secondary sector)

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- Q.12 4Ps includes price and place. (T/F)
 Q.13 Internet selling is not a modern trend in rural marketing. (T/F)
 Q.14 Skimming pricing strategy follows low price. (T/F)
 Q.15 Rural marketing focuses agriculture products. (T/F)
 Q.16 Urban marketing targeting cosmetic market specially. (T/F)
 Q.17 It is a rural marketing segment _____ (agrarian products / electronic products)
 Q.18 Promotion is a part of rural marketing mix. (T/F)
 Q.19 Penetration pricing is not a pricing strategy. (T/F)
 Q.20 Advertising not a part of communication mix. (T/F)

SECTION-C

- Note:** Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)
- Q.21 Discuss various pricing strategies in short.
 Q.22 What do you understand distribution channel?
 Q.23 Explain the production concept in short.
 Q.24 What do you mean by penetration pricing?
 Q.25 What is product? Explain product mix.
 Q.26 Discuss the factors affecting the pricing.
 Q.27 Explain the framework of physical distribution.
 Q.28 Differentiate between single and bundle pricing.
 Q.29 Write steps involved in new product development.

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