

- Q.19 What are the major infrastructure challenges faced by marketers in rural areas?
- Q.20 Describe the importance of word-of-mouth marketing in rural communities.
- Q.21 How can companies leverage local festivals and events for effective rural marketing?
- Q.22 Discuss the role of mobile technology in enabling digital marketing initiatives in rural India.

#### SECTION-D

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

- Q.23 Compare the characteristics of rural and urban consumers, highlighting the implications for marketing strategies targeting each segment.
- Q.24 Evaluate the role of government policies and initiatives in facilitating rural marketing development in India. Provide examples of government schemes and their impact.
- Q.25 Discuss the ethical considerations that marketers should keep in mind when implementing rural marketing strategies. How can companies ensure responsible and sustainable marketing practices in rural areas?

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**4th Sem./Branch : DBM Marketing DBM Retail**

**Subject : Rural Marketing**

Time : 3 Hrs.

M.M. : 60

#### SECTION-A

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

- Q.1 What is a key characteristic of rural marketing compared to urban marketing?
- Higher advertising costs
  - Greater access to technology
  - Limited infrastructure
  - High consumer purchasing power
- Q.2 What is a unique characteristic of rural consumers that influences their behaviour?
- High brand loyalty
  - High income levels
  - Minimal access to media
  - Sophisticated tastes
- Q.3 Which marketing strategy is commonly used in rural markets to overcome distribution challenges?
- Online advertising
  - Personal selling
  - Celebrity endorsements
  - Billboards and signage

- Q.4 What infrastructure challenge is commonly faced in rural markets?
- High population density
  - Limited transportation facilities
  - Advanced communication networks
  - Well-established retail outlets
- Q.5 How does digital marketing in rural India differ from urban areas?
- Higher internet penetration
  - Greater usage of smartphones
  - Lower adoption of e-commerce
  - Increased reliance on social media influencers
- Q.6 What potential does rural marketing hold in India's economy?
- Limited growth opportunities
  - Unexplored market potential
  - Declining consumer demand
  - Saturated market conditions

### SECTION-B

**Note:** Objective/ Completion type questions. All questions are compulsory. (6x1=6)

- Q.7 Rural marketing strategies should be identical to urban marketing strategies due to the similarities in consumer behaviour. True/False
- Q.8 Rural consumers are less likely to make impulse purchases compared to urban consumers. True/False
- Q.9 Product pricing strategies in rural markets should be lower compared to urban markets due to lower purchasing power. True/False

- Q.10 Regulatory challenges in rural marketing primarily stem from strict government regulations on advertising. True/False
- Q.11 The use of mobile phones for internet access is less prevalent in rural areas compared to urban areas. True/False
- Q.12 Innovative marketing strategies are less effective in rural markets due to lower levels of education and awareness. True/False

### SECTION-C

**Note:** Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

- Q.13 Explain the concept of perception of rural consumers towards brands.
- Q.14 Discuss the socio-cultural factors that significantly influence rural consumer behaviour.
- Q.15 Describe one pricing strategy suitable for rural markets and explain its rationale.
- Q.16 What are the key components of the 4Ps of rural marketing?
- Q.17 How does cooperative marketing benefit both producers and consumers in rural areas?
- Q.18 Identify two innovative marketing strategies specifically tailored for rural markets.