

- Q.28 List the objectives of rural marketing?
- Q.29 Discuss various product categories of rural market.
- Q.30 Discuss the factors affecting the choice of media of promotion.
- Q.31 Explain the framework of product mix.
- Q.32 Differentiate between print media and electronic media?
- Q.33 Explain main objectives of a balanced pricing strategy?
- Q.34 Profit making and pricing strategy are directly related for a business firm. How?
- Q.35 Discuss the importance of distribution channel in cost control for a profit making firm.

SECTION-D

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

- Q.36 What do you understand by rural market? Explain the determinants of consumer behavior in rural marketing.
- Q.37 Discuss the process of designing a new promotional campaign for rural marketing in detail.
- Q.38 Define product? Explain new product development process in detail by suitable example.

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5th Sem / Branch : DBM., DBM/IPM

Sub.: Rural Marketing

Time : 3Hrs.

M.M. : 100

SECTION-A

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

- Q.1 Skimming pricing follows _____
- a) Low price initially b) High price initially
- c) Low price only d) High price only
- Q.2 What is market segmentation?
- a) Combine market for all products
- b) Partition of market according to nature of products
- c) Both of these
- d) None of these
- Q.3 What do you understand by product positioning?
- a) Image of your product in Customers's mind
- b) Image of product in Retailer's mind.
- c) What a brand promoter think about product
- d) None of these
- Q.4 Cost based pricing _____
- a) Fixed cost of production is main factor to decide price
- b) Cost is not factor to decide price of a new product

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- c) Average Cost of production is main factor to decide price
 d) All of these
- Q.5 What is Odd pricing?
 a) Price Rs. 100/- b) Price Rs. 99/-
 c) Both d) None
- Q.6 Brand promotion does not include directly
 a) Advertisement b) Direct Marketing
 c) Publicity d) Distribution
- Q.7 Customer satisfaction leads to _____
 a) Customer Loyalty b) Customer Retention
 c) Both d) None
- Q.8 What do you mean by going on pricing?
 a) Based on market price
 b) Based on production cost
 c) Based on nature of product
 d) All of these
- Q.9 4Ps of marketing not include
 a) Price b) Product
 c) Place d) Production
- Q.10 Testing marketing follows
 a) Supply to small group to test product
 b) Supply to large group to test product
 c) Both
 d) None

SECTION-B

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

- Q.11 Dairy products are the one of main segment of rural market. (True/False)

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- Q.12 Services do not included in urban marketing. (True/False)
- Q.13 Indian economy largely based on _____ (Industry/ agriculture)
- Q.14 Price is a part of rural marketing mix. (True/False)
- Q.15 Internet selling is not a modern trend in rural marketing. (True/False)
- Q.16 Bundle pricing strategy follows low price. (True/False)
- Q.17 Psychological pricing strategy follow high price. (True/False)
- Q.18 Personal selling is a part of communication mix. (True/False)
- Q.19 Rural Marketing focus on the satisfaction of _____ (seller/ Distributor/ Customer)
- Q.20 In marketing STP means Segmentation. Targeting _____. (Planning/ Positioning)

SECTION-C

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

- Q.21 Explain conventional and modern channel of distribution.
- Q.22 Explain new product redevelopment in brief.
- Q.23 Write a short note on packaging mix.
- Q.24 Discuss conventional channel of distribution.
- Q.25 Mention main basis of rural market segmentation.
- Q.26 Write various product levels.
- Q.27 Mention the type of media of promotional mix.

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