

- Q.23 What are the objectives of pricing? Explain in detail.
- Q.24 Explain significance of rural market.
- Q.25 Write a detail note on rural product categories.
- Q.26 Write a detail note on new product development.
- Q.27 Explain the rural packaging mix in detail.
- Q.28 Write a detail note on new trends in distribution.
- Q.29 What do you understand by rural market prospectus? Explain in detail.
- Q.30 Write a note on profiling customers for rural promotional campaign.
- Q.31 Write a short note on rural marketing environment.
- Q.32 Write a brief note on determinants of rural consumer behaviour.
- Q.33 What do you understand by positioning in rural market? Explain in detail.
- Q.34 What are different levels of product? Explain each in brief.
- Q.35 Write a short note on rural consumer behaviour.

SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
- Q.36 Define pricing? Discuss various pricing strategies for rural market?
- Q.37 What do you understand by communication design? How do you design communication campaign for rural market? Explain in detail.
- Q.38 What do you mean by channels of rural Distribution? Explain conventional channels of rural distribution in detail.

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**5th Sem / 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 Setting a price below that of the competition is called:
 a) Penetration pricing b) Skimming pricing
 c) Competitive pricing d) None
- Q.2 A profit calculated by adding a percentage to the costs of production is called.
 a) Mark-up b) Breakeven
 c) Margin d) None
- Q.3 Rural market segmentation can be resorted to by means of.
 a) Segmenting by age
 b) segmenting by income
 c) Segmenting geographically
 d) All of these
- Q.4 Rural market share means.
 a) Paid-up capital
 b) Shares held by rural employees
 c) Shares in business volume of rural market as compared to other companies
 d) Share price of the company

- Q.5 _____ concept oriented companies believe in the philosophy that good quality product can easily attract customers.
- a) Marketing b) Production
 - c) Product d) Selling
- Q.6 Identify the elements of rural marketing mix.
- a) Product b) Price
 - c) Promotion d) All of the above
- Q.7 Fixing price on the basis of what the market will pay, is called.
- a) Competitive pricing b) Demand pricing
 - c) Prestige Pricing d) None of the above
- Q.8 Which of the following is function of packaging?
- a) Product protection b) Product identification
 - c) Promotion d) All of the above
- Q.9 Transporatation and storage of goods is part of which of the following marketing domain?
- a) Inventory control b) Direct marketing
 - c) Physical distribution d) Warehousing
- Q.10 If the company's sales slow down, and profits are declining, at which stage of PLC the product has reached?
- a) Introduction b) Decline
 - c) Growth d) Maturity

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- ### SECTION-B
- Note:** Objective type questions. All questions are compulsory. (10x1=10)
- Q.11 There is personal communication in case of advertising. (True/False)
 - Q.12 There is no personal contact in personal selling. (True/False)
 - Q.13 The full form of PLC is' place life cycle'. (True/False)
 - Q.14 The rural consumer buying process starts with awareness. (True/False)
 - Q.15 Customer loyalty does not reflect in customer retention, repeat business, and customer referrals. (True/False)
 - Q.16 Labelling involves putting identification marks on the package. (True/False)
 - Q.17 Rural marketing mix is a blend of multiple decisions. (True/False)
 - Q.18 The main focus of selling concept is on production volume. (True/False)
 - Q.19 Want for a specific product backed by an ability to pay is called demand. (True/False)
 - Q.20 Sales concept aims at customer satisfaction. (True/False)

- ### SECTION-C
- Note:** Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)
- Q.21 Write a detail note on nature of rural market.
 - Q.22 What are the new trends in rural distribution? Explain in detail.

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