

- 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 understanding 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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