

- Q25 How does cultural diversity affect marketing strategies in rural areas?
- Q.26 Define the concept of brand loyalty in the context of rural markets.
- Q.27 Discuss traditional advertising medium and modern advertising medium used in rural marketing.
- Q.28 What are the challenges of accessing rural markets for companies?
- Q.29 Explain the concept of market penetration in the context of rural marketing.
- Q.30 How does the seasonality of rural markets impact marketing strategies?
- Q.31 Discuss the term "Aggregation" in the context of rural distribution.
- Q.32 Discuss innovative distribution strategy used to reach remote rural areas.
- Q.33 What role does word of mouth marketing play in rural communities? Explain.
- Q.34 Explain the importance of understanding local customs and traditions in rural marketing.
- Q.35 What are the implications of infrastructure development on rural marketing strategies?

#### **Section-D**

- Note:** Long answer questions. Attempt any two question out of three Questions. (2x10=20)
- Q.36 Discuss the role of technology in transforming rural marketing practices. Provide examples of technological innovations that have impacted rural marketing strategies.
- Q.37 Explain the concept of value-based pricing in rural markets. Discuss how companies can determine and implement value based pricing strategies in rural areas.
- Q.38 Describe the importance of relationship marketing in rural markets. Discuss strategies that companies can use to build and maintain long term relationships with rural consumers.

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### **5th Sem., Branch : DBM, DBM (IPM) Subject : Rural Marketing**

Time : 3 Hrs.

M.M. : 100

#### **SECTION-A**

**Note:** Multiple type Questions. All Questions are compulsory. (10x1=10)

- Q.1 Which of the following factors contributes to the potential of rural markets?
- Good infrastructure development
  - Low population density
  - Less industrialization
  - None of the above
- Q.2 What is the primary focus of segmenting in rural marketing?
- Geographic location
  - Socio-economic status
  - Demographic characteristics
  - All of the above
- Q.3 What is a key consideration in targeting rural consumers?
- Lifestyle preferences
  - Access to internet
  - Brand loyalty
  - None of the above
- Q.4 Which level of product is particularly important in rural markets due to limited availability?
- Expected product
  - Augmented product
  - Actual product
  - None of the above

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- Q.5 What is a primary objective of pricing strategy in rural markets?
- Minimum profit margins
  - Maintaining price stability
  - Capturing market share
  - None of the above
- Q.6 What is a common challenge in designing communication campaigns for rural markets?
- Limited media options
  - High literacy rates
  - Technological sophistication
  - None of the above
- Q.7 Which distribution channel has characteristic of conventional distribution in rural areas?
- Village fairs
  - Hypermarkets
  - Both A & B
  - None of the above
- Q.8 What role do NGOs often play in rural marketing distribution?
- Providing financial support
  - Conducting market research
  - Facilitating access to resources
  - None of the above
- Q.9 What is a distinguishing feature of modern distribution channels in rural markets?
- High transaction costs
  - Reliance on traditional methods
  - Integration of technology
  - None of the above
- Q.10 What is a potential drawback of using mass media for rural marketing communication?
- Limited reach
  - High cost
  - Difficulty in message customization
  - None of the above

### Section-B

- Note:** Objective type questions. All questions are compulsory.  $(10 \times 1 = 10)$
- Q.11 Rural marketing primarily targets consumers in rural areas. (True & False)
- Q.12 New product development is less important in rural markets compared to urban markets. (True & False)
- Q.13 Pricing strategy in rural markets should consider the purchasing power of the target audience. (True & False)
- Q.14 Television is often the most effective communication channel for reaching rural consumers. (True & False)
- Q.15 Cooperatives are a common example of modern distribution channels in rural markets. (True & False)
- Q.16 Private corporations have little interest in participating in rural marketing distribution. (True & False)
- Q.17 Behavioural data is not relevant for profiling customers in rural marketing. (True & False)
- Q.18 E-Commerce platforms are a prevalent distribution channel in rural markets. (True & False)
- Q.19 Segmenting in rural marketing is only based on geographic location. (True & False)
- Q.20 Rural markets often require different packaging strategies compared to urban markets. (True & False)

### Section-C

- Note:** Short answer type Question. Attempt any twelve questions out of fifteen Questions.  $(12 \times 5 = 60)$
- Q.21 What are the key factors influencing rural consumer behaviour?
- Q.22 Explain the significance of product levels in rural marketing.
- Q.23 What are the main elements of the pricing mix in rural marketing?
- Q.24 Describe the role of community influencers in rural marketing.

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