

- 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.

No. of Printed Pages : 4
Roll No.

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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** Diary 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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