

- Q.25 What are various levels of products? Explain in detail.
- Q.26 What do you understand by rural promotion mix? Explain.
- Q.27 What do you understand by rural product positioning? Explain.
- Q.28 Discuss the elements of rural promotion mix in short.
- Q.29 What do you understand by product mix? Explain in detail.
- Q.30 What are the new trends in rural distribution? Explain in detail.
- Q.31 Write a brief note on determinants of rural consumer behaviour.
- Q.32 Explain the rural packaging mix in detail.
- Q.33 Write a detail note on new trends in distribution.
- Q.34 Write a note on profiling customers for rural promotional campaign.
- 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 new product. Discuss various steps involved in new product development for rural market.
- Q.37 What do you understand by media? Discuss various types of media for communication in rural market.
- Q.38 What do you mean by physical distribution? Explain modern channels of physical distribution in rural market.

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Subject:- RURAL MARKETING

Time : 3Hrs.

M.M. : 100

SECTION-A

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

- Q.1 Which of the following is not the stage that customers go through in the process of buying a new product?
- a) Awareness b) Interest
c) Evaluation d) Culture
- Q.2 Which one of the following concepts is a useful philosophy in a situation when the product's cost is too high and marketing look for ways to bring it down?
- a) Selling concept b) Product concept
c) Production concept d) Marketing concept
- Q.3 Rural market segmentation can be resorted to by means of:
- a) Segmenting by age
b) Segmenting by income
c) segmenting geographical
d) All of these
- Q.4 Transportation 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.5 Which of the following is function of packaging?
- Production protection
 - Production identification
 - Promotion
 - All of the above
- Q.6 Identify the elements of rural marketing mix.
- Product
 - Price
 - Promotion
 - All of the above
- Q.7 A profit calculated by adding a percentage to the costs of production is called:
- Mark-up
 - Breakeven
 - Margin
 - None
- Q.8 Packaging is important not only for protection of the product but also serves as
- Quality product
 - Complex graphics
 - Promotional tool
 - Promotion budget
- Q.9 Which of the following is a brand name?
- Action
 - Colgate
 - Ashirwad
 - All of the above
- Q.10 The appropriate communication content during the introduction stage of the product life cycle would be.
- Informational
 - Informational and persuasive
 - Persuasive
 - Persuasive and reminder

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SECTION-B

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

- Q.11 Demography is a part of micro rural marketing environment. True/False
- Q.12 Marketing environment can be divided into three broad categories. True/False
- Q.13 Want for a specific product backed by an ability to pay is called demand. True/False
- Q.14 People is one of the 4Ps of marketing. True/False
- Q.15 Need and want have the same meaning. True/False
- Q.16 There is no personal contact is personal selling. True/False
- Q.17 Labelling involves putting identification marks on the package. True/False
- Q.18 Rural marketing mix is a blend of multiple decision. True/False
- Q.19 The full form of STP is 'segmentation, targeting and positioning'. True/False
- Q.20 The rural consumer buying process starts with awareness. True/False

SECTION-C

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

- Q.21 What do you understand by rural consumer buying process? Explain in detail.
- Q.22 What are the benefits of packaging? Explain in detail.
- Q.23 Write a detail note on characteristics of rural market.
- Q.24 Write a brief note on rural micro marketing environment.

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