

- Q.20 Explain the importance of social media in rural marketing campaigns.
- Q.21 Outline the steps involved in conducting a successful rural marketing campaign targeting agricultural products.
- Q.22 Describe the potential impact of infrastructure development on rural marketing activities in India.

#### SECTION-D

**Note:** Long answer type questions. Attempt any two questions out of three questions. (2x8=16)

- Q.23 Analyse the socio-economic factors influencing rural consumer behaviour and how marketers can tailor their strategies to effectively target rural markets.
- Q.24 Evaluate the effectiveness of different distribution channels in rural marketing, including traditional and modern approaches. Discuss the advantages and limitations of each.
- Q.25 Discuss the role of innovation in rural marketing strategies. Provide examples of innovative marketing initiatives that have successfully penetrated rural markets and their impact on rural consumers and businesses.

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#### 4th Sem./ DBM Marketing, DBM Retail

#### Subject : Rural Marketing

Time : 3 Hrs.

M.M. : 60

#### SECTION-A

**Note:** Multiple choice questions. All questions are compulsory (6x1=6)

- Q.1 What is the primary difference between rural and urban marketing?
- a) Product offering      b) Target audience  
c) Marketing channels      d) Advertising budgets
- Q.2 What socio-cultural factor significantly influences rural consumer behaviour?
- a) Income levels  
b) Educational attainment  
c) Family structure  
d) Geographic location
- Q.3 Which marketing mix element is particularly important for rural markets due to limited access to information?
- a) Product                      b) Price  
c) Promotion                  d) Distribution

- Q.4 What is a significant regulatory challenge faced in rural markets?
- a) Brand recognition    b) Poor economy  
c) Legal compliance    d) Low literacy
- Q.5 What is the primary advantage of using social media in rural marketing?
- a) Higher cost-effectiveness  
b) Greater reach  
c) Increased brand loyalty  
d) Enhanced product quality
- Q.6 How do rural consumer typically perceive brands and products compared to urban consumers?
- a) More brand conscious  
b) Less influenced by advertising  
c) Greater preference for luxury items  
d) Higher loyalty of specific brands

#### SECTION-B

**Note:** Objective/ Completion type questions. All questions are compulsory. (6x1=6)

- Q.7 Rural marketing primarily focuses on selling products exclusively to urban consumers. (True/False)
- Q.8 Rural consumers generally have lower levels of disposable income compared to urban consumers. (True/False)
- Q.9 Co-operative marketing is a strategy commonly used in rural markets. (True/False)

- Q.10 Distribution challenges are less prevalent in rural markets compared to urban markets due to better infrastructure. (True/False)
- Q.11 Social media usage in rural India is significantly lower compared to urban areas. (True/False)
- Q.12 Rural consumers are typically more brand-conscious compared to urban consumers. (True/False)

#### SECTION-C

**Note:** Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

- Q.13 Define rural marketing and explain its significance in the context of the Indian economy.
- Q.14 List three unique characteristics of rural consumers and explain how they influence their purchasing behaviour.
- Q.15 Describe two product strategies commonly used in rural marketing to cater to the needs of rural consumers.
- Q.16 Explain the concept of co-operative marketing and its relevance in rural areas.
- Q.17 Identify two challenges faced in distributing products effectively in rural markets and suggest possible solutions for each.
- Q.18 Discuss the role of the government in promoting rural marketing initiatives.
- Q.19 How has digital marketing transformed the landscape of rural marketing in India? Explain.