

- Q.19 What are the major infrastructure challenges faced by marketers in rural areas?
 - Q.20 Describe the importance of word-of-mouth marketing in rural communities.
 - Q.21 How can companies leverage local festivals and events for effective rural marketing?
 - Q.22 Discuss the role of mobile technology in enabling digital marketing initiatives in rural India.

SECTION-D

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

- Q.23 Compare the characteristics of rural and urban consumers, highlighting the implications for marketing strategies targeting each segment.

Q.24 Evaluate the role of government policies and initiatives in facilitating rural marketing development in India. Provide examples of government schemes and their impact.

Q.25 Discuss the ethical considerations that marketers should keep in mind when implementing rural marketing strategies. How can companies ensure responsible and sustainable marketing practices in rural areas?

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**4th Sem./Branch : 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 a key characteristic of rural marketing compared to urban marketing?

 - a) Higher advertising costs
 - b) Greater access to technology
 - c) Limited infrastructure
 - d) High consumer purchasing power

Q.2 What is a unique characteristic of rural consumers that influences their behaviour?

 - a) High brand loyalty
 - b) High income levels
 - c) Minimal access to media
 - d) Sophisticated tastes

Q.3 Which marketing strategy is commonly used in rural markets to overcome distribution challenges?

 - a) Online advertising
 - b) Personal selling
 - c) Celebrity endorsements
 - d) Billboards and signage

- Q.4 What infrastructure challenge is commonly faced in rural markets?
- High population density
 - Limited transportation facilities
 - Advanced communication networks
 - Well-established retail outlets
- Q.5 How does digital marketing in rural India differ from urban areas?
- Higher internet penetration
 - Greater usage of smartphones
 - Lower adoption of e-commerce
 - Increased reliance on social media influencers
- Q.6 What potential does rural marketing hold in India's economy?
- Limited growth opportunities
 - Unexplored market potential
 - Declining consumer demand
 - Saturated market conditions

SECTION-B

- Note:** Objective/ Completion type questions. All questions are compulsory. (6x1=6)
- Q.7 Rural marketing strategies should be identical to urban marketing strategies due to the similarities in consumer behaviour. True/False
- Q.8 Rural consumers are less likely to make impulse purchases compared to urban consumers. True/False
- Q.9 Product pricing strategies in rural markets should be lower compared to urban markets due to lower purchasing power. True/False

- Q.10 Regulatory challenges in rural marketing primarily stem from strict government regulations on advertising. True/False
- Q.11 The use of mobile phones for internet access is less prevalent in rural areas compared to urban areas. True/False
- Q.12 Innovative marketing strategies are less effective in rural markets due to lower levels of education and awareness. True/False

SECTION-C

- Note:** Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)
- Q.13 Explain the concept of perception of rural consumers towards brands.
- Q.14 Discuss the socio-cultural factors that significantly influence rural consumer behaviour.
- Q.15 Describe one pricing strategy suitable for rural markets and explain its rationale.
- Q.16 What are the key components of the 4Ps of rural marketing?
- Q.17 How does cooperative marketing benefit both producers and consumers in rural areas?
- Q.18 Identify two innovative marketing strategies specifically tailored for rural markets.