

- 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.