

- Q.23 What are the objectives of pricing? Explain in detail.  
 Q.24 Explain significance of rural market.  
 Q.25 Write a detail note on rural product categories.  
 Q.26 Write a detail note on new product development.  
 Q.27 Explain the rural packaging mix in detail.  
 Q.28 Write a detail note on new trends in distribution.  
 Q.29 What do you understand by rural market prospectus? Explain in detail.  
 Q.30 Write a note on profiling customers for rural promotional campaign.  
 Q.31 Write a short note on rural marketing environment.  
 Q.32 Write a brief note on determinants of rural consumer behaviour.  
 Q.33 What do you understand by positioning in rural market? Explain in detail.  
 Q.34 What are different levels of product? Explain each in brief.  
 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 pricing? Discuss various pricing strategies for rural market?  
 Q.37 What do you understand by communication design? How do you design communication campaign for rural market? Explain in detail.  
 Q.38 What do you mean by channels of rural Distribution? Explain conventional channels of rural distribution in detail.

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**5th Sem / DBM, DBM (IPM)**

**Subject:- Rural Marketing**

Time : 3Hrs.

M.M. : 100

#### SECTION-A

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

- Q.1 Setting a price below that of the competition is called:  
 a) Penetration pricing b) Skimming pricing  
 c) Competitive pricing d) None
- Q.2 A profit calculated by adding a percentage to the costs of production is called.  
 a) Mark-up b) Breakeven  
 c) Margin d) None
- Q.3 Rural market segmentation can be resorted to by means of.  
 a) Segmenting by age  
 b) segmenting by income  
 c) Segmenting geographically  
 d) All of these
- Q.4 Rural market share means.  
 a) Paid-up capital  
 b) Shares held by rural employees  
 c) Shares in business volume of rural market as compared to other companies  
 d) Share price of the company

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