

- 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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**5th Sem. / DBM, DBM (IPM)**  
**Subject:- RURAL MARKETING**

**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 in 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.
- 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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