



**WEST BENGAL STATE UNIVERSITY**  
B.Com. Honours 6th Semester Examination, 2021

**FACADSE10T-B.COM. (DSE3/4)**

**RURAL MARKETING AND INTERNATIONAL MARKETING**

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.  
Candidates should answer in their own words and adhere to the word limit as practicable.*

**GROUP-A**

**Answer any five questions from the following**

2×5 = 10

1. Define the term “Rural Marketing”.
2. What is Agricultural Marketing?
3. Mention the full form of EPRG framework.
4. What do you mean by International product life cycle?
5. Define standardization.
6. Define the term “International Marketing”.
7. What are the different types of Cooperative marketing?
8. Give the idea of Internationalization.
9. Define the term “Cooperative Marketing”.
10. What do you mean by adaptation?
11. What is meant by letter of credit?
12. Define legal environment of marketing.
13. What is Air-way Bill?
14. Define the term “Domestic Marketing”.
15. What do you mean by Documentation?
16. Define political environment of marketing.

**GROUP-B**

**Answer any four questions from the following**

5×4 = 20

17. Discuss the principal factors affecting pricing.
18. Distinguish between standardization and adaptation.
19. Write short note on different types of rural products.
20. Distinguish between domestic and international marketing.
21. Mention the characteristics of culture.
22. Distinguish between Rural Marketing and Urban Marketing.
23. Explain the process of Internationalization.

24. Discuss the role of Government in marketing agricultural products.
25. Enunciate different types of Cooperative marketing.
26. What is the difference between ethnocentrism and polycentricism?
27. Bring out the problems of Agricultural Marketing in India.
28. Elaborate the structure of cooperatives.

**GROUP-C**

**Answer any *two* questions from the following**

10×2 = 20

29. Explain influence of social class on consumption decisions.
30. Discuss in brief the different dimension of dumping.
31. Write a note on International product life cycle.
32. Mention the importance of certificate of origin and bill of lading in Documentation.
33. Discuss the problems faced by rural marketers in India.
34. Explain the promotion strategies in International Marketing.
35. Discuss the factors influencing buying pattern of rural consumers.
36. Enumerate the current trends in Rural Marketing in India.

**N.B. :** *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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