

SEMESTER EXAMINATION-2021
CLASS – MBE IIIRD SEMESTER
SUBJECT- RURAL MARKETING
PAPER CODE: MBE-E325

Time: 3 hours

Max. Marks: 70

Min. Pass: 40%

Note: Question Paper is divided into two sections: **A and B**. Attempt both the sections as per given instructions.

SECTION-A (SHORT ANSWER TYPE QUESTIONS)

Instructions: Answer any five questions in about 150 words each. Each question carries six marks. (5 X 6 = 30 Marks)

Question-1: What do you understand by Rural Market? Rural Marketing?

Question-2: What is Rural Economy?

Question-3: Additional P in Rural Marketing?

Question-4: Sources of collecting Information for Rural Market Research.

Question-5: Rural Consumer Life Style.

Question-6: Rural Market product life cycle.

Question-7: Brand Loyalty, is it visible in rural market?

Question-8: Indian Rural Retail Market – is it different from Indian Urban Retail Market?

Question-9: Give the importance of agricultural marketing?

Question-10: What do you understand by Cooperative Marketing?

SECTION-B (LONG ANSWER TYPE QUESTIONS)

Instructions: Answer any FOUR questions in detail. Each question carries 10 marks. (4 X 10 = 40 Marks)

Question-11: Give the importance of Rural Marketing in terms of Economy.

Question-12: Give the scope of Rural Marketing as compared to Urban marketing.

Question-13: What are the challenges faced by marketers in rural market?

Question-14: What characteristics are seen in Rural and Urban Society?

Question-15: Give the full form of the following abbreviations:

- a) ISI
- b) AGMARK
- c) SHG
- d) EOUs
- e) FSSAI
- f) FMCG
- g) SFDA
- h) FPS
- i) NAFED
- j) NABARD
- k) KVIC
- l) KVIB
- m) BIS

Question-16: Which is the most important tool for developing Rural Market?

Question-17: Why is awareness a challenge in Rural Marketing?

Question-18: Which is the main source of purchasing power for rural consumers as well as that for urban consumers?