

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

BRDM (2014 &amp; Onwards) (Sem.-6)

# RURAL MARKETING

Subject Code : BBA-624

Paper ID : [74312]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

## SECTION-A

Q1. Answer briefly :

- a) Scope of rural marketing.
- b) Product.
- c) Syndicated distribution.
- d) Rural Market Information system.
- e) Potentiality of the rural markets.
- f) Segmentation of rural market.
- g) Rural salesmanship.
- h) Total cost approach.
- i) Co-operative marketing.
- j) E-rural marketing.

## SECTION-B

### UNIT-I

- Q2. Define rural marketing. Discuss various problems in rural marketing.
- Q3 How can you design a segmentation strategy based on the major variables? Explain it with suitable example.

### UNIT-II

- Q4 What is a product? How a rural product is differ from urban product?
- Q5 Describe the competitive product strategies in rural marketing.

### UNIT-III

- Q6 What are the main problems faced by a rural marketers in distributing his product in rural markets?
- Q7 Discuss the evolution of the rural distribution system.

### UNIT-IV

- Q8 What do you mean by co-operative marketing? Also enumerate various functions of co-operative marketing.
- Q9 How rural salesmanship is differ from sales forecasting? Discuss various techniques of rural salesmanship in detail.