

Roll No. 

--	--	--	--	--	--	--	--	--	--	--	--

Total No. of Pages : 02

Total No. of Questions : 09

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

RURAL MARKETING

Subject Code : BBA-624

M.Code : 74312

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-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**

1. Answer briefly :
  - a. Segmentation
  - b. Rural market structure
  - c. Marketing Research
  - d. Communication media
  - e. Hub and spoke techniques
  - f. Total cost approach
  - g. Sales forecasting
  - h. Integration of credit
  - i. Components of distribution
  - j. Channel choice

## SECTION-B

### UNIT-I

2. What do you understand by rural market? Discuss the various opportunities of rural market.
3. Explain the classification of inflow marketing and out flow marketing in rural sector.

### UNIT-II

4. Discuss the various elements of Marketing Mix in Indian rural market.
5. Make a comparative analysis of rural market and urban market. Also discuss the future of rural market.

### UNIT-III

6. What do you understand by logistics management? Also discuss its role in rural market.
7. What are the various corporate strategies and state facilitation in rural market?

### UNIT-IV

8. Discuss the features of rural salesmanship. What are the functions of sales administration?
9. Explain the functions, marketing structures of cooperative marketing.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.