

Roll No.

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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. Explain briefly :
 - a. opportunities of rural marketing
 - b. Outflow Marketing
 - c. Kisan Mandi
 - d. Market committee
 - e. Counterfeits
 - f. Agricultural marketing
 - g. Cottage industry
 - h. e-rural marketing
 - i. White revolution
 - j. Sales policy

SECTION-B

UNIT-I

2. Give the nature function and scope of rural markets and discuss role of “mela” in rural marketing.
3. What are the specific factors which influence rural marketing in India?

UNIT-II

4. Elaborate the concept of rural marketing mix. What do you understand by
5. brand management in context of rural markets?

UNIT-III

6. What is the role played by mandi board and marketing committees in rural areas?
7. Write a detailed note on corporate strategies in terms of logistics management in rural markets.

UNIT-IV

8. Write a detailed note on rural industrial marketing.
9. What should be product-price-promotion strategy for rural areas?

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.