

Vidya Vikas Mandal's
 Shree Damodar College of Commerce & Economics, Margao-Goa
 SY B.Com, Semester-III, Semester End Examination, November 2023.
 Fundamentals of Rural Marketing (GE-3) (COG122)

Duration: 2 hrs

Max Marks: 80

Instructions: *i) All questions are compulsory.**ii) Answers to sub questions in 1 and 2 to be answered in not more than 100 words.**iii) Answers to question 3 to 6 to be answered in not more than 400 words each.**iv) Figures to the right indicate full marks.**v) Start each new question on a fresh page.***Q 1) Write short notes on (Any 4) (4x4=16)**

- a) Write the concept of Rural Marketing.
- b) Write the factors that lead to growth of rural markets.
- c) Explain how can marketers identify the potential of rural markets.
- d) Define what is "Rural Area".
- e) Differentiate between Rural and Urban Markets.
- f) What are the government initiatives taken to bring a growth in the rural marketing?

Q 2) Write short notes on (Any 4) (4x4=16)

- a) Socio-cultural factors affecting rural consumer behaviour.
- b) Personal factors affecting rural consumer behaviour.
- c) Importance of Co-operative marketing.
- d) Explain briefly the Product strategies of Rural Marketing.
- e) Explain "AALAP" Strategy to counter fake products.
- f) Benefits of Microfinance.

Q 3 A) Explain the profile of Rural Markets in India. (12 Marks)
OR

B) "There is a need for tapping the rural markets" Elaborate. (12 Marks)

Q 4 A) Explain the forces that influence the Rural marketing Environment in India. (12 Marks)
OR

B) Explain what is Market segmentation and the basis for market segmentation. (12 Marks)

Q 5 A) What are the opportunities available for the marketers in rural India? (12 Marks)
OR

B) Explain the buying pattern of the rural consumer and how it influences their buying. (12 Marks)

Q 6 A) State and explain the problems of rural marketing in India? (12 Marks)
OR

B) Explain what is "Brand Building" and the ways to build the brand in rural market. (12 Marks)