



Even Semester End Term Examination, May / June 2026

Date: 25/05/2026

Time: 01.00 PM - 04.00 PM

Course Code: BBA3022

Course Name: Rural Marketing

Semester: Sixth Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	38	38	36	68

Part A: Answer Following Questions. 20 M

Qn.No	Questions	M	CO	BT
1	Define Rural Demography.	2	CO1	BT1
2	State two features of Rural Retail Outlets.	2	CO1	BT1
3	Define Agricultural Markets.	2	CO2	BT1
4	What is meant by Classification of Agricultural Products?	2	CO2	BT2
5	Define Rural Consumer Behaviour.	2	CO3	BT1
6	State two challenges in marketing Consumer Durables in rural areas.	2	CO3	BT1
7	Define E-rural Marketing.	2	CO4	BT1
8	What is meant by Corporate involvement in Agribusiness?	2	CO4	BT2
9	State two objectives of Rural Marketing.	2	CO1	BT1
10	Define Distribution Channels in Agricultural Marketing.	2	CO2	BT1

Part B: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
11.a	Explain the classification of Rural Markets.	6	CO1	BT3
11.b	Analyze the differences between rural and urban markets with suitable examples.	10	CO1	BT4
12.a	Identify the role of Rural Credit Institutions.	6	CO1	BT3
12.b	Classify how rural retail outlets (haats, melas, mandis) support rural	10	CO1	BT4

marketing.

Part C: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
13.a	Explain the nature and scope of Agricultural Marketing.	6	CO2	BT3
13.b	Examine the challenges faced by farmers in Agricultural Marketing.	10	CO2	BT4
14.a	Make use of the channels of distribution for agricultural products.	6	CO2	BT3
14.b	Analyze how distribution channels connect farmers and consumers.	10	CO2	BT4

Part D: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
15.a	Explain the marketing approaches used for FMCG products in rural markets.	6	CO3	BT3
15.b	Inspect the changes in rural consumer behaviour affecting FMCG sales.	10	CO3	BT4
16.a	Explain the issues in marketing consumer durables in rural areas.	6	CO3	BT3
16.b	List the opportunities for banking services in rural markets.	10	CO3	BT4

Part E: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
17.a	Explain the role of corporate sector in agribusiness.	6	CO4	BT3
17.b	Analyze the impact of corporate-driven agribusiness on farmers and consumers.	10	CO4	BT4
18.a	Explain the concept of e-rural marketing.	6	CO4	BT3
18.b	Analyze the impact of digital technology on rural markets.	10	CO4	BT4

Part F: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
19.a	Explain the elements of marketing mix in rural environment.	6	CO4	BT3
19.b	Analyze the challenges in implementing marketing mix strategies in rural markets.	10	CO4	BT4
20.a	Explain the benefits of corporate-driven agribusiness systems.	6	CO4	BT3
20.b	Analyze the opportunities in agribusiness for corporate companies with examples.	10	CO4	BT4