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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Summer Term End Term Examinations, August 2024**

**Winter Semester**: 2023 - 24

**Course Code**: BMK102

**Course Name**: Rural Marketing

**Program & Sem**: BBA

**Date**: 05/ 08 / 2024

**Time**: 9.30 AM to 12.30 PM

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. Explain the classification of Rural Markets. (C.O.No.1) [Remember]

2. List down challenges associated with the Rural Marketing Mix? (C.O.No.2) [Understand]

3. Differentiate the types of rural consumers (C.O.No.5) [Understand]

4. Classify the various rural marketing segmentation tools. (C.O.No.3) [Apply]

5.Define the scope of rural marketing and mention few areas if it. (C.O.No.1 [Remember]

6. Rural marketing is a complex process that involves several challenges. mention few challenges that businesses face when marketing to rural consumers. (C.O.No.4) [Understand]

7. Enlist four issues with the agriculture marketing in India. (C.O.No.2) [Understand]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. Interpret the various problems faced by marketers in rural marketing. How do you can solve and overcome it?

(C.O.No.3) [Apply]

9. The conduct of commercial operations that facilitate the movement of goods from urban areas to rural areas of the nation, as well as the marketing of different products made by non-agricultural workers from rural to urban areas, are determined by rural marketing. Numerous tactics, including those related to distribution, pricing, marketing, sales, and promotion, might assist different businesses in gaining a sizable portion of the rural Indian market. However, a number of issues make operating in the rural market difficult, including underdeveloped markets and people, inadequate media coverage for rural communication, multilingualism and dialects, traditional values, and a lack of suitable physical communication facilities. But there is a fix for every issue. Therefore, enhancing infrastructure can help address the issues with rural marketing. Describe the Factors involved in rural marketing strategies . . . ( (C.O.No-5) [Understand]

10. Examine the effectiveness of various Rural Development Programs in enhancing Rural Marketing activities. (C.O.No-5) [Apply]

11. **HDFC Bank’s “Festive Treats” and “Har Gaon Hamara” Rural Campaigns**. This was the campaign was conducted by HDFC bank briefly describe this campaign. (C.O.No.4) [Analyze]

12. Explain the profile of rural consumer mentioning few traits. (C.O.No.5) [Understand]

13. Describe ITC's e-Chou pal initiative. How it benefited the rural consumer? (C.O.No.3) [Analyze]

14. Mention some challenges of rural marketing. (C.O.No.4) [Analyze]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15. To various people, the concept of "rural marketing" can signify different things. This misinterpretation results in a skewed perception of the issues surrounding rural marketing, which frequently leads to subpar diagnosis and treatment recommendations. In terms of the fundamental marketing framework, rural and urban marketing are the same. In contrast to urban markets, rural markets and rural marketing provide unique challenges. Due to the recent increase in rural incomes and the probability that these incomes may rise quicker due to improved output and higher pricing for agricultural commodities, the rural markets present a wonderful opportunity for a focused marketing effort. Explain the product strategy adopted by marketers in rural markets. (C.O.No.4) [Apply]

16. Enhancing social development and rural residents' quality of life is one of rural credit's other main goals. Credit is a common tool used by families to finance housing, healthcare, and education—all important aspects of social welfare and the development of human capital. For example, housing loans facilitate the building or refurbishment of dwellings, healthcare loans allow access to essential medical treatments, and educational loans empower youngsters from rural families to seek higher education. Critically evaluate the role of Rural Credit Institutions in facilitating Rural Marketing initiatives. (C.O.No.5) [Analyze]

17.Illustrate the term regulated markets, how does it help in farmers realizing a better price in the markets.

(C.O.No.1-5) [Apply]