

Total No. of Questions : 4]

SEAT No. :

PB-1427

[Total No. of Pages : 3

[6225]-409

S.Y. B.B.A.

E405 : RURAL MARKETING
(2019 Pattern) (CBCS) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple choice question :

[5]

- i) What are the 4 p's of Rural marketing?
 - a) Price, Place, Promotion, People
 - b) Product, Place promotion, Publicity
 - c) Product, Promotion, Price, Place
 - d) Product, Price, Promotion, Placement
- ii) Which factors affect Rural marketing?
 - a) Technological, Political environment
 - b) Socio-cultural, Economic Environment
 - c) Demographic, Psychological, Governments
 - d) Agricultural, Educational, Infrastructural
- iii) Which of the following are common problems faced by rural consumers?
 - a) Adultration
 - b) Lack of awareness due to illitrecy
 - c) FMCGs
 - d) Cooperative societies

P.T.O.

- iv) Which of the following is NOT a product category covered by APEDA for export from India?
 - a) Food grains
 - b) Organic products
 - c) Dairy products
 - d) Textiles
- v) What are some factors influencing consumer purchase decision?
 - a) Awareness
 - b) Salesmen influence
 - c) Durables
 - d) Haats

B) Match the pair : **[5]**

- i) Role of cooperative and Self Help Groups (SHG) in Rural Marketing
 - a) Ensuring market stability and providing support to rural communities
- ii) Role of commodity Board
 - b) Facilitating direct Access to markets for rural farmers
- iii) Facilitating export of Various rural Agricultural products
 - c) Haats
- iv) Local weekly rural markets
 - d) APEDA
- v) A system of management of scarcity through distribution of food grain at affordable prices
 - e) PDS

Q2) Attempt any one out of two : **[10]**

- a) Explain the role and impact of commodity boards in enhancing revenue generation and employment opportunities in rural India.
- b) Describe the distribution models used in Rural markets for FMCGs, durables and agri inputs.

Q3) Attempt any one out of two : **[10]**

- a) What is the significance of Agricultural marketing and what are some of the potential opportunities and challenges associated with it?
- b) Explain the concept of a Digital village and its relevance in rural areas.

Q4) Write short notes (Any four out of Six) :

[20]

- a) Role of social media in Rural Marketing
- b) Impact of commodity Boards.
- c) Distribution of goods in Rural areas
- d) Jan Dhan Yojana
- e) NAREGA
- f) Challenges of Rural Marketing
