

Total No. of Questions : 4]

SEAT No. :

PD1406

[6440]-609

[Total No. of Pages : 2

S.Y. B.B.A.

DSE - 405 - E - ABM : RURAL MARKETING : CONCEPTS AND PRACTICES

(2019 Pattern) (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) Choose the correct answer from the following alternatives : [5]

- a) Following is NOT a Feature of a Rural Market:
 - i) Low Standards of Living
 - ii) Traditional Outlook
 - iii) Seasonal Demand
 - iv) High Literacy rate
- b) _____ is one of a distribution models in Rural Marketing.
 - i) Rural Haats
 - ii) in-flight Sales
 - iii) Factory Outlets
 - iv) Hypermarket
- c) Overall efficiency in rural marketing is required to pass on benefits to:
 - i) Retailers
 - ii) Wholesalers
 - iii) Consumers
 - iv) Marketers
- d) Promotion in the rural context has to be:
 - i) Endorsed by celebrities
 - ii) Educational
 - iii) Precise
 - iv) Recreational
- e) A _____ is a concept to promote digital innovations to rural communities enabling economic livelihoods, individual wellbeing, and social cohesion.
 - i) Digital village
 - ii) NREGA
 - iii) Jan Dhan Yojana
 - iv) Ayushman Scheme

P.T.O.

B) Match the following with correct answer : [5]

- | | |
|-------------------------------------|---|
| a) Ayushman Scheme | i) Agricultural Exports |
| b) Unfair Warranties and Guaranties | ii) Problem Faced by Rural Consumers |
| c) Commodity Board | iii) Healthcare initiative |
| d) Connectivity | iv) Ministry of Commerce |
| e) APEDA | v) Problem of Rural Marketing in Distribution |

Q2) Answer any one of the following : [10]

- a) Differentiate Between Rural Market & Urban Market
- b) Explain in details the Challenges and Future of Rural Marketing.

Q3) Answer any one of the following : [10]

- a) Explain any three Distribution Models in Rural Markets in India
- b) Explain the Role of Social Media in rural marketing.

Q4) Write short notes on any FOUR of the following : [20]

- a) Microfinance and Credit Services
- b) Mela as a Distribution Model
- c) Self Help Groups (SHG)
- d) Organic Products Market
- e) Role of online Marketers in Rural Areas
- f) Contribution of Commodity Board

