


Name: Enrolment No:	
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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2022

Course: Rural Marketing
Program: BBA-SPZ-MKTG
Course Code: MKTG3011

Semester: V
Time: 03 hrs.
Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Attempt all questions.		CO1
(a)	Rural marketing is a process of developing, pricing, promoting, and rural specific goods and services. (i) Designing (ii) Distributing (iii) Producing (iv) Defining	2	
(b)	The 4A approach of rural marketing includes: (i) Acceptability, affordability, availability, and accessibility (ii) Acceptability, affordability, availability, and ability (iii) Acceptability, affordability, availability, and awareness (iv) Acceptability, affordability, availability, and attention	2	
(c)	Market growth rate in rural market is the urban market in India. (i) Higher than (ii) Lower than (iii) Equal to (iv) All of the above	2	
(d)	The rural market is mainly made up of two broad components: (i) Consumer goods and agriculture goods (ii) Consumer goods and luxury goods	2	

	<ul style="list-style-type: none"> (iii) Agriculture goods and emergency goods (iv) Luxury goods and emergency goods 		
(e)	<p>Rural banking is the part of:</p> <ul style="list-style-type: none"> (i) Consumer market (ii) Industrial market (iii) Service market (iv) All of the above 	2	
(f)	<p>Out of the following options, which one is not considered as the barrier of rural marketing?</p> <ul style="list-style-type: none"> (i) Inadequate infrastructure (ii) Inadequate local skills and talent (iii) Large investment required (iv) Larger market access 	2	
(g)	<p>The rural population majorly has population occupied in industry.</p> <ul style="list-style-type: none"> (i) Service (ii) Agriculture (iii) Construction (iv) Medical 	2	
(h)	<p>Sales potential, rural credit institutions, rural retail outlets, micro-financing and rural industry are the part of environment.</p> <ul style="list-style-type: none"> (i) Political (ii) Economic (iii) Social (iv) Technological 	2	
(i)	<p>..... describes a consumer's positive feelings towards a brand, and their dedication to purchasing the brand.</p> <ul style="list-style-type: none"> (i) Brand loyalty (ii) Consumer behavior (iii) Post-purchase evaluation 	2	

	(iv) Brand identity		
(j)	Haats in the villages is the part of: (i) Rural production (ii) Rural services (iii) Rural retailing (iv) Rural manufacturing	2	
SECTION B 4Qx5M= 20 Marks			
	Attempt all the questions.		CO3
Q 2	How does culture impact the rural consumers' buying behavior?	5	
Q 3	Discuss the challenges of rural marketing.	5	
Q 4	Describe the factors of personal environment in context of rural market.	5	
Q 5	Explain the strategies used for retailing in rural market.	5	
SECTION-C 3Qx10M=30 Marks			
	Attempt all the questions.		CO2
Q 6	What is the relevance of branding in rural markets? Explain the branding strategy of any of the rural product.	10	
Q 7	Suggest the market segmentations for the "Suphala Fertilizers" and target the best segment. Justify your answer.	10	
Q 8	Elucidate the concept of "Last Mile Distribution" with special reference to the Haat Bazaar. OR Critically elaborate the consumer buying decision process of a farmer while buying a tractor.	10	
SECTION-D 2Qx15M= 30 Marks			
	Attempt all the questions.		CO4
Q 9	Critical comment over the service market in rural market. What are the different prospects and challenges of the service industry in rural India?	15	
Q 10	With special reference to 4A approach of rural marketing, design the marketing strategies for the new product. Also elucidate the process of new product development. OR	15	

	<p>Discuss the different factors affecting rural consumer buying behavior while purchasing any FMCG product. What are the challenges an FMCG company may face while operating in rural market.</p>		
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