

pricing?

- Q.31 Distinguish rural and urban marketing.
- Q.32 List out the new trends in distribution in rural marketing.

### SECTION-D

**Note:** Long answer type questions. Attempt any three questions out of four questions. (3x10=30)

- Q.33 Explain the various factors effected the behaviour of the rural consumer.
- Q.34 Describe the different kinds of segmentation in rural market. Mention their usefulness also.
- Q.35 How would you select the best pricing strategies for the rural consumers? Explain.
- Q.36 Describe the advantages and functions of conventional channels of distribution.

(140)

(4)

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**5th Sem. / DBM**

**Subject : Rural marketing**

Time : 3 Hrs.

M.M. : 100

### SECTION-A

**Note:** Objective type questions. All questions are compulsory. (10x1=10)

- Q.1 Geographical pricing is best pricing method for a large marketing. (T/F)
- Q.2 The demand for goods in India depends largely on\_\_\_\_\_.
- Q.3 \_\_\_\_\_media have a greater effect than the impersonal one in rural area.
- Q.4 The 4A of rural marketing is Availability, Acceptability, affordability and\_\_\_\_\_.
- Q.5 Neil H. Borden gives the concept of marketing mix (T/F).
- Q.6 Purpose is not included in 7 ps of marketing mix.(T/F)

(1)

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- Q.7 Value pricing focuses on low price and\_\_\_\_\_.
- Q.8 The basic need underlines the survival of a product family is need family. (T/F)
- Q.9 The length of a product mix implies to the total numbers of items in product mix. (T/F)
- Q.10 Primary purpose of advertising is to inform, persuade and\_\_\_\_\_.

### SECTION-B

**Note:**Very Short answer type questions. Attempt any ten questions out of twelve questions(10x2=20)

- Q.11 Define the term urban marketing.
- Q.12 Explain any two types of media.
- Q.13 State any two objective of pricing.
- Q.14 Define the term niche marketing.
- Q.15 What is geographical pricing?
- Q.16 State any two determinants of consumer behaviour.
- Q.17 Define the term logistic market.
- Q.18 State any two names of modern channels of

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distribution.

- Q.19 Define the term demographic segmentation.
- Q.20 Explain the term skimming pricing.
- Q.21 State the various product levels.
- Q.22 Mention the basis of segmentation.

### SECTION-C

**Note:**Short answer type questions. Attempt any eight questions. (8x5=40)

- Q.23 State the benefits of channel of distribution.
- Q.24 Explain the factors impact upon new product development.
- Q.25 State the elements of packaging mix.
- Q.26 Explain the concept of product differentiation in rural marketing.
- Q.27 Design a communication campaign for a new product.
- Q.28 Explain the objectives of market logistics.
- Q.29 Describe the components of packaging mix.
- Q.30 What do you understand by term geographical

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