

### SECTION-C

**Note:** Long answer type questions. Attempt any three questions. 3x10=30

- Q.3 What is segmentation? Explain in detail the basis of segmentation.
- Q.4 Define innovation in rural marketing. Explain various principles of innovation in rural marketing.
- Q.5 Explain rural marketing mix. Elaborate on additional P's of rural marketing.
- Q.6 Discuss the meaning, evolution & characteristics of rural marketing.
- Q.7 How is the marketing of agricultural products done? Discuss in detail various stages of PLC.

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**6<sup>th</sup> Sem. / DBM, DBM(IPM)**

**Subject : Rural Marketing**

Time : 3 Hrs.

M.M. : 100

### SECTION-A

**Note:** Very Short Answer type questions. Attempt any 15 parts. (15x2=30)

- Q.1 a) Define promotion
- b) Define target market
- c) 2 basis of segmentation
- d) What is customer delight?
- e) Write 4P's marketing mix.
- f) Define innovation.
- g) What is B2B marketing
- h) Multichannel marketing system.
- i) What is customer satisfaction?

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106764-M

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106764-M

- j) Additional P of rural marketing.
- k) What is segmentation.
- l) Define rural market.
- m) What is direct marketing?
- n) 2 characteristics of rural marketing.
- o) Define customer satisfaction.
- p) Maturity stage
- q) Agricultural product
- r) Define exclusive distribution
- iv) Explain target marketing.
- v) State the basis of segmentation.
- vi) Discuss the nature of rural marketing.
- vii) What is rural marketing mix?
- viii) What are the benefits of segmentation?
- ix) Why is there a need of innovation for rural marketing?
- x) Discuss the concept of distribution channel.
- xi) Write a note on marketing of agricultural products.
- xii) What are the various rural marketing strategies?
- xiii) What are the principles of innovation for rural marketing?
- xiv) Explain the functions of marketing.
- xv) Which channels of distribution are used for rural marketing?

### SECTION-B

**Note:** Short answer type questions. Attempt any ten parts  
10x4=40

- Q.2
- i) Discuss the maturity stage in PLC.
  - ii) State the strategies followed in growth stage of PLC.
  - iii) Write a note on evolution of rural marketing.

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106764-M

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