



*Yogoda Satsanga Mahavidyalaya*

(Established in 1967)

NAAC Accredited B++ (CGPA 2.89)

Affiliated to Ranchi University & registered under 2 (F) & 12 (B) of UGC Act



## **BBA SEMESTER -V**

### **PAPER NAME- RURAL MARKETING**

### **PAPER CODE- DSE 1B**

#### **Short Answer Questions. (5 Marks)**

1. What are cottage industries?
2. Explain the concept of rural demand?
3. What is rural marketing?
4. What is Sports marketing?
5. What is Social Marketing?
6. What are Modes of communication in rural marketing?
7. What are Problems of communication in rural marketing?
8. What constitutes rural market in India?
9. Write various problems related to rural marketing in India?
10. What are objectives of marketing in rural areas?
11. How is rural literacy rate a problem for rural marketers?
12. Why is distribution a challenge in rural markets?
13. Explain any one advertisement strategy of rural marketers?
14. What is marketing mix?
15. Explain the 4 P's of marketing in the context of rural market.

#### **Logn answer questions. (15 marks)**

1. Explain the Phased Evolution of Rural Marketing?
2. What are the environmental structure and characteristics of the Rural Markets?
3. Differentiate rural vs. Urban Marketing rural marketing in India.
4. What are the Characteristics of rural customers?
5. What are the Factors influencing Decision Making Process of Rural Consumers?
6. Explain Rural Consumers Buying Decision Process?
7. What are the Shopping habits of Rural Consumer?
8. What is the Marketing-mix strategies for Indian Rural Markets?
9. What are the stages of Product Life Cycle?
10. Explain Brand Management and Channel Management for rural markets.
11. What are the objectives of Regional Rural Banks (RRB) & Co-operative Banks?
12. What are the functions of NABARD (National Agricultural Bank for rural Development)?
13. What is Green Marketing?
14. What is Sports marketing and Social Marketing?
15. Elaborate the distribution system of FMCG companies with examples.



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