

**PARUL UNIVERSITY**  
**FACULTY OF COMMERCE**  
**B.Com(Hons) Winter 2018-19 Examination**

**Semester: 5**  
**Subject Code: 16103301**  
**Subject Name: Rural Marketing**

**Date: 29/10/2018**  
**Time: 10.30 am to 1.00 pm**  
**Total Marks: 60**

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**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

**Q.1 (A) Do as directed (MCQ, True or False) (1 mark each. All Compulsory) (06) (12)**

1. Approximately ..... percent of population lives in Rural Areas
  - a) 60%
  - b) 70%
  - c) 80%
  - d) 50%
  
2. Physical distribution of goods in rural area is a challenge to marketers.
  - a) True
  - b) False
  
3. Rural Marketing is a ..... process?
  - (a) One –Way Marketing
  - (b) Two–Way Marketing
  - (c) Four–Way Marketing
  - (d) None of the above
  
4. According to the definition given by census, an Urban area should have atleast ..... Percent population of working population outside the primary sector .
  - a) 75%
  - b) 85%
  - c) 65%
  - d) 45%
  
5. Which one of the following is not amongst the four major challenges of rural area?
  - (a) Availability
  - (b) Affordability
  - (c) Accessibility
  - (d) Awareness
  
6. In which of the following categories, the purchasing power is less but the strength is more.
  - a) Middle class
  - b) The poor
  - c) Affluent group
  - d) None of the above

**(B) Do as directed (Definitions / One-liners / Terms) (1 mark each. All Compulsory) (06)**

1. Define Rural Marketing
2. Who are classified as ‘The Affluent group’ under the major three classification of rural consumers?
3. Define Urban Area according to the Census.
4. What do you mean by spurious products?
5. What is Urban to Rural marketing process?
6. List down the variables of Behavioural segmentation.

- Q.2 Answer the following. (4 mark each. All Compulsory) (12)**
- A. Write a note on Rural distribution.
  - B. Discuss in detail the changing profile of Rural consumers.
  - C. Discuss the Characteristics of Rural Economy
- Q.3 Answer the following. (6 mark each. Any Three out of Four) (18)**
- A. Describe the strategies to be adopted for influencing the rural consumers.
  - B. Discuss Innovative strategies used in rural markets. Give suitable examples.
  - C. Distinguish between rural markets and urban markets.
  - D. How do you segment markets based on Demographic variables? Explain with examples.
- Q.4 Answer the following. (9 mark each. Any Two out of Three) (18)**
- A. Explain the roadblocks faced by companies in marketing their products in the rural markets.
  - B. Discuss Brand strategies used in rural markets. Give suitable examples.
  - C. Elaborate on the 4Ps of rural marketing.