

Seat No: \_\_\_\_\_

Enrolment No: \_\_\_\_\_

**PARUL UNIVERSITY**  
**FACULTY OF COMMERCE**  
**B.Com(Hons), Winter2019-20 Examination**

**Semester: 5**

**Date: 25/11/2019**

**Subject Code: 16103301**

**Time: 10:30am to 1:00pm**

**Subject Name: Rural Marketing**

**Total Marks: 60**

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**Instructions:**

1. Attempt all questions as directed.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.

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

1. Approximately ..... percent of rural Indians are literate.
  - a) 75%
  - b) 65%
  - c) 35%
  - d) 45%
  
2. Which one of the following is not amongst the four major challenges of rural area?
  - (a) Availability
  - (b) Affordability
  - (c) Accessibility
  - (d) Awareness
  
3. The Cash rich farmers are included in ..... Category.
  - a) Middle class
  - b) The poor
  - c) Affluent group
  - d) None of the above
  
4. Approximately ..... percent of population lives in Rural Areas
  - a) 60%
  - b) 70%
  - c) 80%
  - d) 50%
  
5. Physical distribution of goods in rural area is a challenge to marketers.
  - a) True
  - b) False

6. Rural Marketing is a ..... process?

- (a) One –Way Marketing
- (b) Two–Way Marketing
- (c) Four–Way Marketing
- (d) None of the above

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

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

**Q.2 Answer the following. (4 mark each. All Compulsory) (12)**

- A. Discuss the changing profile of Rural consumers in detail
- B. Explain the major criteria for effective segmentation.
- C. What are the drawbacks of Indian Rural markets?

**Q.3 Answer the following. (6 mark each. Any Three out of Four) (18)**

- A. Distinguish between rural markets and urban markets.
- B. What are the major four challenges of rural marketing?
- C. Discuss the Characteristics of Rural Economy
- D. Discuss Innovative strategies used in rural markets. Give suitable examples.

**Q.4 Answer the following. (9 mark each. Any Two out of Three) (18)**

- A. Elaborate on the 4Ps of rural marketing.
- B. Discuss Brand strategies used in rural markets. Give suitable examples.
- C. Explain rural market and rural marketing.