

**BACHELOR OF BUSINESS ADMINISTRATION  
FIFTH SEMESTER  
RURAL MARKETING  
BBA – 504A**

**[USE OMR SHEET FOR OBJECTIVE PART]**

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

**(Objective)**

Marks: 20

*Choose the correct answer from the following:*

*1 × 20 = 20*

- Rural marketing means:
  - Movement of goods from urban to rural
  - Movement of goods from rural to urban
  - Exchange between rural and urban
  - Exchange between rural areas
- The major factor differentiating the rural and urban markets is
  - Price sensitiveness
  - Lifestyle
  - Income stream
  - All of the above
- \_\_\_\_\_ development in agriculture results in overall rural development.
  - Technological
  - Cultural
  - Social
  - Structural
- Which is the most important tool for developing the rural market?
  - Infrastructure
  - Transportation
  - Communication
  - All of the above
- Markets popularly known as haats are \_\_\_\_\_ markets.
  - Urban
  - National
  - Rural
  - None of these
- The following service area has great potential in rural markets.
  - Agricultural consultancy
  - Event managements
  - Telecom services
  - All of the above
- Profiling the rural market is a part of \_\_\_\_\_ stage of rural marketing strategy.
  - Feedback
  - Execution
  - Planning
  - None of these
- Moderate quality products are preferred by \_\_\_\_\_ consumers.
  - Urban
  - Rural
  - world
  - None of these
- White revolution refers to \_\_\_\_\_.
  - Agriculture
  - Poultry
  - Wheat
  - Milk
- A major portion of the rural population consists of \_\_\_\_\_ income group.
  - Low
  - High
  - Medium
  - All of these

11. Agro-products include all of the following , except :
- |                |               |
|----------------|---------------|
| a. Milk powder | b. Fruits     |
| c. Vegetables  | d. Cornflakes |
12. Many companies are now turning their attention to \_\_\_\_\_ markets.
- |             |          |
|-------------|----------|
| a. Urban    | b. Rural |
| c. National | d. World |
13. \_\_\_\_\_ is an important source of occupation for woman.
- |                      |                 |
|----------------------|-----------------|
| a. Fishing           | b. Agriculture  |
| c. Livestock farming | d. Horticulture |
14. The rural population is moving towards urban for
- |              |                     |
|--------------|---------------------|
| a. Business  | b. Employment       |
| c. Education | d. All of the above |
15. The most commonly used consumable imputes are
- |                 |                     |
|-----------------|---------------------|
| a. Insecticides | b. Fertilizers      |
| c. Pesticides   | d. All of the above |
16. Which of the following is not a capital imputes?
- |                  |                      |
|------------------|----------------------|
| a. Straw         | b. Tractor           |
| c. Nylon netting | d. Irrigation system |
17. \_\_\_\_\_ distribution system can be used to penetrate the rural market.
- |              |              |
|--------------|--------------|
| a. Exclusive | b. Selective |
| c. Satellite | d. Intensive |
18. If done through \_\_\_\_\_ the rural marketing would be more effective.
- |            |                          |
|------------|--------------------------|
| a. Fairs   | b. Door-to-door campaign |
| c. Leaflet | d. Village fairs         |
19. Institutional source of rural credit includes
- |                         |                  |
|-------------------------|------------------|
| a. Moneylenders         | b. Landlords     |
| c. Regional Rural Banks | d. None of these |
20. Physical distribution activities include
- |                     |                 |
|---------------------|-----------------|
| a. Order processing | b. Packaging    |
| c. Warehousing      | d. All of these |

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**(Descriptive)**

Time : 2 Hr. 30 Mins.

Marks : 50

[ Answer question no.1 & any four (4) from the rest ]

1. Define "Rural Marketing". Discuss about its scope and significance. 2+8=10
2. What are the different constraints in rural marketing? What strategies would you suggest to overcome these? 5+5=10
3. What is rural market segmentation? Discuss about the basis of rural market segmentation? 5+5=10
4. What do you mean by marketing strategy? Discuss about some rural marketing strategies. 4+6=10
5. What are different types of agricultural imputes? Discuss about the problems faced by Indian farmers in connection with agricultural imputes. 4+6=10
6. What are different agricultural marketing agencies and institutions? Discuss. 4+6=10
7. What do you mean by channel of distribution? Highlight on the models of rural distribution system. 5+5=10
8. What do you understand by "Media Planning"? What are the major challenges in media planning in connection with rural marketing? 4+6=10

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