

BBA
6TH SEMESTER
RURAL MARKETING
BBA-29B

Duration: 3 Hrs.

Marks: 70

{ Part : A (Objective) = 20 }
{ Part : B (Descriptive) = 50 }

[PART-B : Descriptive]

Duration: 2 Hrs. 40 Mins.

Marks: 50

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

1. What do you mean by rural marketing? What are the categories of rural marketing? Write down the importance of rural marketing in India. 3+2+5
=10
2. What do you mean by consumer durables? Discuss the steps followed in marketing of consumer durables. 2+8=10
3. Write notes on segmentation and targeting. Discuss about the guide to effective segmentation. 4+6=10
4. What do you mean by product? What are the types of rural product? Discuss the significance of product strategy. 2+3+5
=10
5. What is agricultural marketing? Discuss the efforts undertaken by Government in case of marketing of agricultural products. 2+8=10
6. Rural marketing is different from marketing in urban areas. Illustrate 10
7. Define marketing research. What is the purpose of marketing research? Discuss the steps involved in marketing research. 2+3+5
=10
8. What is NABARD? Write down the functions of NABARD 2+8=10

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[PART-A : Objective]

Choose the correct answer from the following:

1X20=20

1. Physical structure of rural society consists of
a. 4 types
 b. 3 types
c. 2 types
d. None of the above
2. DCM Shriram is provider of agri goods
 a. True
b. False
3. In kutchcha house, wall and roof is made of
 a. Mud, straw, bamboo
b. asbestos, cement, stone
c. red bricks, cement, stone
d. bamboo, cement, bricks
4. There are 4 types of rural communication channel
 a. True
b. False
5. Geographic location influence rural consumers' buying behavior
 a. True
b. False
6. Process of dividing market into different groups based on one or more variable is called
 a. Marketing
b. Segmentation
c. Targeting
d. None of these
7. There are.....A's of rural marketing
 a. 1
b. 2
c. 3
d. 4
8. The method of setting price of products relatively low compared to those of similar products to capture market is known as
a. Economy pricing
b. Optional product pricing
c. Penetration pricing
d. Coinage pricing
9. Collector seller are
a. Village retailer
b. Part time trader
c. Full time trader
d. Service provider
10. There aretypes of full time trader
a. 3
b. 2
c. 1
d. 7
11. Consumable agricultural inputs include
a. Pump set
b. Trailer
c. Electricity
d. Tractors
12. Lack of proper storage facilities is one of the challenges of agricultural marketing
a. True
b. False
13. Marketing survey is a major technique of
a. Market research
b. Primary survey
c. Field work
d. All of these
14. While designing questionnaire for a rural survey
a. Questions should be self-explanatory
b. Questions should be ambiguous
c. Questions should not be in local language
d. All of these
15. is an instrument for collecting primary data
a. Survey
b. Research
c. Questionnaire
d. Experiment

16. RuMIS stands for

- a. Rural marketing intelligence system
- b. Rural marketing information system
- c. Rural marketing information source
- d. None of these

17. Rural finance is an effective tool in spreading economic opportunity and fighting unemployment

- a. True
- b. False

18. Commission agents are the

- a. Organized source of rural financing
- b. Unorganized source of rural financing
- c. Local source of rural financing
- d. None of these

19. NABARD was established in

- a. July 1992
- b. July 1990
- c. March 1992
- d. July 2000

20. Thompson Rule of Market Index(TRMI) was developed in

- a. 1986
- b. 1972
- c. 1992
- d. 1886

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UNIVERSITY OF SCIENCE & TECHNOLOGY, MEGHALAYA



Question Paper CUM Answer Sheet

PART (A) : OBJECTIVE

Serial no. of the main
Answer sheet

Course :

Semester : Roll No :

Enrollment No : Course code :

Course Title :

Session : 2016-17 Date :

Instructions / Guidelines

- The paper contains twenty (20) / ten (10) questions.
- The student shall write the answer in the box where it is provided.
- The student shall not overwrite / erase any answer and no mark shall be given for such act.
- Hand over the question paper cum answer sheet (Objective) within the allotted time (20 minutes / 10 minutes) to the invigilator.

Full Marks	Marks Obtained	Remarks
20		

Scrutinizer's Signature

Examiner's Signature

Invigilator's Signature