LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION –**COMMERCE**

FOURTH SEMESTER – **APRIL 2019**

17PCO4MC03– RURAL MARKETING

Date: 05-04-2019
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

Part-A (10 x2=20)
Answer ALL questions

1. Define rural as per Census guideline.
2. Mention any four reasons for the slow growth of durables in rural markets during the Pre-LPG era.
3. Write a note on changing migration trend of the rural population.
4. Explain the term 'Swarnjayanthi Gram Swarozgar Yojna".
5. What is meant by 'Product Adoption Process'?
6. Sketch out the MART satisfaction scale.
7. What is brand stickiness?
8. How does the satellite distribution system mitigate the gap between stockist and retailers?
9. What is meant by Hub and Spokes system?
10. Give the meaning of Kissan Credit Card.

Part-B (4x10=40)

Answer any Four questions

11. Bring out the elements of rural marketing mix.
12. What are the five key areas of rural infrastructure? What opportunities will they provide to rural markets?
13. Explore how the problem recognition process works in the model of the rural buying.
14. Mention the limitations of conducting rural research with suitable examples.
15. What are the key challenges involved in reaching rural markets? How can companies address these bottlenecks?
16. Briefly explain the various kinds of folk media.
17. Critically examine the issue of fake products in rural markets. What are the different strategies that a marketer should adopt to handle this issue?

Part-C (2x20=40)

Answer any TWO questions

18. Explain the characteristics of Small-town consumers. Also, explain the strategic importance of small-towns for rural marketers.
19. Describe the steps involved in developing an effective rural communication programme.
20. Enumerate the personal and psychological factors that influence rural consumer behaviour.
21. Examine the external and internal factors considered while setting the price of a product offered to rural markets.

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