



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FOURTH SEMESTER – APRIL 2022

PCO 4503 – RURAL MARKETING

Date: 20-06-2022
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART – A

(10 x 2 = 20 Marks)

Answer ALL questions

1. Define Rural as per RBI norms.
2. What do you mean by Tertiary Sector?
3. Distinguish between Product Awareness and Product Interest.
4. Who is an innovator in the rural market?
5. State the meaning of Slice of Life Observation.
6. Why do researchers prefer Purposive Sampling to study rural consumer behavior?
7. What is meant by Spell-alike fake brand?
8. How do you classify rural products?
9. Sketch out the Spokes & Hub Model used by rural distribution channels.
10. Enlist any four advantages of wall painting.

PART – B

(4 x 10 = 40 Marks)

Answer any FOUR questions

11. Bring out the elements of Marketing Mix specific to rural.
12. How can the political environment affect rural marketing?
13. What are the cultural factors that influence rural consumer behavior?
14. Enumerate the phases of buying decision process adopted by rural consumers.
15. Highlight any five Participatory Rural Appraisal tools used in rural research.
16. State the pre-requisites for effective segmentation in Indian rural markets.
17. Explore the key challenges in reaching rural markets.

PART – C

(2 x 20 = 40 Marks)

Answer any TWO questions

18. Describe the demographic factors that marketers should consider when segmenting the rural markets.
19. Elaborate the price adjustment strategies customized to penetrate rural markets.
20. Describe the steps involved in developing effective rural communication.
21. Explain the potential and strategic importance of Small Towns.

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