

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – APRIL 2023

BU 5403 – RURAL MARKETING

Date: 11-05-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

PART – A

Q. No Answer ALL Questions

(10 x 2 = 20 Marks)

- 1 Define “Rural Marketing”.
- 2 List out the classification of Rural Products.
- 3 What do you mean by Product Positioning?
- 4 Write a short note on Brand Loyalty.
- 5 List out the pricing objectives with suitable examples.
- 6 What are the levels of Rural Products?
- 7 Mention the modern distribution models.
- 8 Write the tools of Sales Promotion.
- 9 Define “Rural CRM”.
- 10 Give any two innovations of rural marketing in India.

PART – B

Answer any FOUR Questions

(4 x 10 = 40 Marks)

- 11 Discuss the evolution of Rural Marketing.
- 12 Explain the various factors which influence Rural Consumer Behaviour.
- 13 Discuss the characteristics of Rural Consumers.
- 14 Explain the 4A’s and 4P’s of Marketing Mix with illustrations.
- 15 Describe the Buyer Decision Process of Rural Marketing.
- 16 Describe the Channels of Distribution of Rural Markets.
- 17 Explain the future trends in Rural Market in India.

PART – C

Answer any TWO Questions

(2 x 20 = 40 Marks)

- 18 Discuss the various environment of Rural India with illustrations.
- 19 How to use Segmentation, Targeting, and Positioning (STP) to develop marketing strategies?
- 20 Explain various Sales Promotion techniques of Rural India.
- 21 Describe the role of ICT in Rural India and its relevance to the marketing of products and services.

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