



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

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

**FOURTH SEMESTER – APRIL 2016**

**CO 4809 - RURAL MARKETING**

Date: 21-04-2016  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**Part - A**

**Answer ALL questions**

**(10 x 2=20)**

1. State any four factors to be considered while determining a market as rural.
2. Define Gram Sabha.
3. Distinguish secondary sector from tertiary sector.
4. What is MNREGA?
5. Give the meaning of photo-ethnography.
6. Draw the MART Satisfaction scale used in rural research.
7. Why multi-attribute method is preferred by marketers to segment rural?
8. What is meant by look-alikes? Give atleast two examples.
9. Who is a redistribution stockist?
10. Mention the importance of hub and spoke system.

**Part - B**

**Answer any FOUR questions**

**(4 x10=40)**

11. Bring out the phases of rural marketing evolution.
12. What are the components of socio-cultural environment of rural India?
13. Enumerate the salient features of Small Town consumers.
14. What is Participatory Rural Appraisal (PRA)? Mention atleast any four tools of PRA.
15. How do you classify rural products? Explain illustratively.
16. Examine the dimension of channel behaviour in rural areas.
17. "ICT is emerging as a potential catalyst for socio-economic development of rural"-  
Comment.

**Part - C**

**Answer any TWO questions**

**(2 x20=40)**

18. Explain the cultural factors that influence rural consumer behavior in India.
19. Describe are the product mix pricing and price adjustment strategies specific to rural marketing?
20. Explain the factors considered by marketers while segmenting rural consumers markets with demographic and geographic variables.
21. Narrate the non-conventional media used by rural marketers to promote their brands.

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