

MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END THEORY EXAMINATION
B.Sc.(Hons.) Agri. Business Management

Semester : IV(New)	Term : Second	Academic Year : 2023-24
Course No. : ELE-MKT 249	Title : Rural Marketing	
Credits : 3 (2+1)	Time : 9:00 to 12:00 hrs.	Total Marks : 80
Day & Date : Sunday, 05.05.2024		

- Note :**
1. Solve ANY EIGHT questions from SECTION 'A'.
 2. All questions from SECTION 'B' are compulsory.
 3. All questions carry equal marks.
 4. Draw neat diagram wherever necessary.

SECTION 'A'

- Q.1 Explain in detail about the constraints of rural marketing.
- Q.2 Write the difference between Rural consumers and Urban consumers.
- Q.3 Explain steps in developing effective communication.
- Q.4 Define Rural Marketing. Explain the scope of rural marketing.
- Q.5 Define Pricing. Describe methods of pricing in rural market alongwith example.
- Q.6 Define Market Segmentation. Explain different basis of rural market segmentation.
- Q.7 Explain challenges of communication in rural markets.
- Q.8 What is Promotional Strategy? Elaborate stages involved in rural promotional strategy.
- Q.9 What is a 'Haat' Market? Give the advantages of 'Haats' for business.
- Q.10 Write short notes on (Any Two):
 - a) Public Distribution System
 - b) ITC e-Choupal
 - c) Thompson's rural market index

SECTION 'B'

- Q.11 State True or False:
- 1) Joint family is commonly seen in urban sector in which father, mother and their children are the total family members.
 - 2) The long form of FMCG is Fast Moving Consumer Good.
 - 3) Psychographic segmentation includes climatic zone, region, state and district.
 - 4) Cinema theatres are example of conventional media.
 - 5) Puppetry is an example of non-conventional media.
 - 6) Feedback is the first stage of communication process.
 - 7) 'Tata Kisan Sansar' is an example of rural retail markets.
 - 8) The long form of STP is Selection of Target Product.
- Q.12 Define the following terms:
- 1) Branding
 - 2) Packaging
 - 3) Communication
 - 4) Targeting
 - 5) Positioning
 - 6) Cost-Plus-Pricing
 - 7) Penetration Pricing
 - 8) Differentiation Pricing

