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(21225)

Roll No.

BBA-V Sem.

18102

B.B.A. Examination, Dec.-2025

Rural Marketing

(BBA-505 (M1))

(New Course)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt **all** the sections as per instructions.

Section-A

Note : Attempt all **five** questions. Each question carries **3** marks. Very short answer is required not exceeding **75** words.

5×3=15

1. Define rural marketing. 3
2. What is rural demand? 3
3. List the various function of whole salers.

3

P.T.O.

4. Explain the concept of hierarchy of rural markets. 3
5. State Artisan products. 3

Section-B

Note : Attempt any **two** questions out of the following **three** questions. Each question carries **7.5** marks. Answer is required not exceeding **200** words.

$$2 \times 7.5 = 15$$

1. What is the five marketing environment? Explain. 7.5
2. List the steps involved in the detail location decision process. 7.5
3. Explain the greatest problem in the rural market. 7.5

Section-C

Note : Attempt any **three** questions out of the following **five** questions. Each

question carries **15** marks. Answer is required in detail. $15 \times 3 = 45$

1. What is rural environment? What are the different components of rural marketing environment in India? 15
2. What are the characteristics of the rural consumer? What factors influence his buying behaviour? 15
3. What are co-operative marketing societies? How can these societies contribute to the marketing of agricultural product? 15
4. Explain, what is the role of product strategies in rural marketing? 15
5. Discuss the challenges faced in rural marketing with respect to warehousing and transportation. 15

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