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(21224) Roll No.

BBA-V Sem.

18102

B.B.A. Examination, Dec.-2024

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.

$5 \times 3 = 15$

1. Define the term "rural demand". 3
2. Mention two key aspects of rural infrastructure that Impact Marketing activities. 3

P.T.O.

3. Explain the concept of hierarchy of rural Markets. 3
4. Define the term distribution channel. 3
5. List two characteristic of the rural consumer. 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 are the primary socio-cultural factors affecting consumer behaviour? 7.5
2. Explain the significance of Product composition and pricing in the rural market for agricultural inputs. 7.5

3. Identify and explain the key factors that influence the purchase decisions of rural consumer. 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 15×3=45

1. Describe the characteristics of the rural consumer and explain how these characteristics influence their purchase decisions. 15
2. Explain the concept of Cooperative Marketing and Processing societies. How can these societies contribute to the marketing of agricultural produce? 15

3. What unique relevant Promotional strategies need to be used in Rural Marketing? Give examples. 15
4. Critically evaluate the role of technology in rural Marketing. How can technology be leveraged to improve the efficiency and effectiveness of marketing efforts in rural areas? 15
5. Discuss the challenges faced in rural marketing with respect to warehousing and transportation. 15