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Roll No. ....

BBA - V Sem.

**18102**

**B.B.A. Examination, Dec.-2023**

**Rural Marketing**

**(BBA-505(M 1))**

**(New Course)**

*Time : Three Hours ]*

*[Maximum Marks : 75*

**Note :** Attempt **all** the Sections as per instruction.

**Section-A**

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

5×3=15

1. What are cottage industries?

**P.T.O.**

2. Explain the concept of Rural Demand.
3. State Artisan Products.
4. What is expenditure pattern in rural marketing?
5. What is Rural Marketing Environment?

#### Section-B

**Note :** Attempt any **two** questions out of the following three questions. Each question carries **7.5** marks. Short answer is required not exceeding **200** words.  $7.5 \times 2 = 15$

6. Explain the need of rural infrastructure.
7. What is rural demand? How is it different from Urban demand?
8. What are the promotional activities in rural marketing?

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#### Section-C

**Note :** Attempt any **three** questions out of the following five questions. Each question carries **15** marks. Answer is required in detail.  $3 \times 15 = 45$

9. Explain the concept of Rural Marketing in India? What are the different components of rural market environment in India?
10. What are the characteristics of Rural consumer? What factors influence his buying behaviour?
11. What are the different price policies adopted in Rural Marketing.
12. What are the distribution channels in rural marketing? What problems are faced in distribution of Rural marketing products?

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P.T.O.

13. What are co-operative marketing societies? How these societies help in the Rural marketing?