



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

**B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION**

**FIFTH SEMESTER – APRIL 2016**

**BU 5403 - RURAL MARKETING**

Date: 29-04-2016  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**PART-A**

**Answer All Questions.**

**10x2= 20 Marks**

- 1) Define Rural Marketing.
- 2) List any two factors of socio cultural environment in Rural India.
- 3) Give any two rural characteristics in India.
- 4) What is positioning?
- 5) What are the external factors which influence Rural Pricing?
- 6) Define pricing?
- 7) List any two functions of Distribution.
- 8) What are the various channels of rural distribution?
- 9) Give any two innovation of rural marketing in India
- 10) Define Rural CRM.

**PART-B**

**Answer any four questions.**

**4x10= 40 Marks**

- 1) Discuss the Technological environment of rural India.
- 2) Explain the characteristics of rural consumers
- 3) Define positioning and explain the various approaches to positioning.
- 4) Briefly describe the product mix pricing strategies.
- 5) Explain various sales promotion techniques of rural India.
- 6) Discuss in detail the rural retail environment.
- 7) Explain the future trends in rural market in India.

**PART-C**

**Answer any two questions.**

**2x20= 40 Marks**

- 18) Discuss the political and the cultural environment of rural India.
- 19) Briefly explain the bases of segmenting rural consumer market.
- 20) Briefly explain marketing mix of rural India.
- 21) Explain the future trends of Rural Marketing in India.

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