



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – APRIL 2017

BU 5403- RURAL MARKETING

Date: 02-05-2017
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

SECTION – A

ANSWER ALL THE QUESTIONS 10*2=20 MARKS

1. List out the Consumer Buying Behaviour Model.
2. Define Rural Consumer Behaviour.
3. What do you mean by inclusive marketing?
4. List out the future trends of Rural Marketing.
5. What are the challenges faced in rural communication?
6. List out the pricing objectives with suitable examples.
7. What are the communication mix strategies followed by Rural Marketers?
8. Define Market Segmentation.
9. What do you mean by Brand Loyalty?
10. List out the modern distribution models.

SECTION – B

ANSWER ANY FOUR QUESTIONS 4*10=40 MARKS

11. Describe the adoption process of new products in the rural context.
12. Differentiate between skimming and penetration pricing strategy?
13. Explain the different sales promotion tools used in rural communication with suitable examples.
14. Discuss the 4 A's of marketing involved in designing an appropriate marketing strategy of Rural Markets.
15. Elaborate the factors affecting Rural Consumer Behaviour.
16. Briefly explain the concept of "Rural Boom".
17. Explain the future of ICT (Information Communication Technology) initiatives in rural India.

SECTION – C

ANSWER ANY TWO QUESTIONS 2*20=40 MARKS

18. Elaborate on the pricing strategies specific to the rural market.
19. Describe the different forms of folk media. What are the benefits of using folk media?
20. Explain in detail the major types of buying decision behaviour and the stages in the buyer decision process.
21. Elaborately discuss the Rural Market Environment with reference to FMCG products.