



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

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

**FIFTH SEMESTER – NOVEMBER 2014**

**BU 5403 - RURAL MARKETING**

Date : 10/11/2014  
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

**Part-A**

**Answer all ten questions:**

**10\*2= 20 Marks**

- 1) Define rural marketing of India.
- 2) Give any two characteristics of Rural India.
- 3) Define rural consumerism.
- 4) How rural consumers are brand loyal to their product?
- 5) What are the 4 “A”s of rural of marketing?
- 6) Define Pricing.
- 7) What do mean by distribution of products in rural India?
- 8) What are the various levels of distribution in rural India?
- 9) Define rural CRM
- 10) What is e-choupal and I-sakthi? Which are all the companies associated on these projects?

**Part –B**

**Answer any four questions:**

**4\*10= 40 Marks**

- 11) Explain how rural markets are defined by various nodal government organizations of India.
- 12) Briefly explain the rural demographic environment of India.
- 13) Explain are the various factors which influence rural consumer behavior.
- 14) What are four stages process in a new product development and explain each process.
- 15) What are the different new pricing strategies and briefly explain each.
- 16) What are the future trends of rural marketing, explain with examples.
- 17) Explain ITC and HLL’s initiative in rural India.

**Part –C**

**Answer any two questions:**

**2\*20= 40 Marks**

- 18) Briefly explain the four phases of rural marketing.
- 19) Explain the demographic segmentation process of rural marketing.
- 20) What are the various factors taken into consideration for setting the price for rural products and services?
- 21) Explain how modern retailing is impacting rural India with suitable examples.

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