

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Com. DEGREE EXAMINATION – COMMERCE

FOURTH SEMESTER – APRIL 2023

PCO 4503 – RURAL MARKETING

Date: 05-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

(10x2=20 Marks)

Answer ALL questions

1. Define Rural as per the Census of India.
2. Highlight any four factors that witness evolving rural consumerism.
3. What is meant by SCR?
4. How does the political environment affect business in rural?
5. List out the composition of the Secondary Sector.
6. What is Focus Group Discussion?
7. Sketch out the satisfaction scale used in sentimental analysis.
8. Distinguish between strivers and seekers.
9. What is brand stickiness?
10. Explain the term Look-alike fake brands.

PART – B

(4x10=40 Marks)

Answer any FOUR questions

11. What are the core elements of the rural marketing mix?
12. Bring out the various phases of rural marketing with suitable examples.
13. What is meant by Participatory Rural Appraisal (PRA)? Highlight any four major PRA tools used in rural marketing research.
14. State the key factors that emphasize the potential of Small Towns.
15. How do marketers segment the rural using geographical bounds? Explain.
16. What are the channel behaviour specific to rural areas?
17. Point out any five conventional media used in rural marketing.

PART – C

(2x20=40 Marks)

Answer any TWO questions

18. Discuss the significance of the rural infrastructure schemes.
19. Enumerate the steps involved in buying decision process.
20. Describe the demographic factors to be reckoned with while segmenting the Indian Rurban Markets.
21. Explain the pricing strategies customized to penetrate rural.

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