



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

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

**FIFTH SEMESTER – NOVEMBER 2016**

**BU 5403 - RURAL MARKETING**

Date: 09-11-2016  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**SECTION -A**

**ANSWER ALL THE QUESTIONS**

**10\*2=20 MARKS**

1. Define Rural Market.
2. List out the factors of Rural Market environment.
3. Define Rural Consumerism.
4. List out the buying process of Consumer Behaviour.
5. What do you mean by Product Positioning?
6. Define Segmentation.
7. List out the 4 A's of Rural Markets with suitable examples.
8. What do you mean by Forward Innovation?
9. List out the tools of sales promotion with suitable examples.
10. List out the classification rural products with suitable examples.

**SECTION -B**

**ANSWER ANY FOUR QUESTIONS**

**4\*10=40 MARKS**

11. Describe the evolution of Rural Marketing in India.
12. Explain in detail the five stages of Consumer Buying Process.
13. What is product 'positioning'? Explain how do marketers are aware of it.
14. What is target pricing? Explain by giving examples of a three companies who have done target pricing of their products for the Rural Market.
15. Discuss the characteristics of Rural Consumers.
16. Describe the channels of distribution of Rural Markets.
17. Describe the internal and external factors considered while setting the price of a product.

**SECTION -C**

**ANSWER ANY TWO QUESTIONS**

**2\*20=40 MARKS**

18. Explain the major factors influencing Consumer Buying Behaviour.
19. Describe the different bases for segmenting Rural Consumer markets.
20. Identify the role of ICT (Information Communication Technology) in rural India and its relevance to the marketing of products and services.
21. Describe the various communication tools that can form a part of the Rural Communication mix strategy.

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