



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – NOVEMBER 2017

BU 5403 – RURAL MARKETING

Date: 13-11-2017

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

SECTION – A

Answer ALL questions

(10X2=20 Marks)

- 1) Define rural marketing.
- 2) Explain brand loyalty.
- 3) Write a note on positioning.
- 4) What is cash discount?
- 5) Explain wholesalers.
- 6) Write a note on retailers.
- 7) Outline about duplicate products.
- 8) Explain modern distribution model.
- 9) What is rural demography?
- 10) Explain special event pricing.

SECTION – B

Answer any FOUR questions

(4X10=40 Marks)

- 11) Differentiate between loyalty and stickiness.
- 12) Write a note on positioning and explain its concepts.
- 13) Discuss about the steps in targeting.
- 14) What are the steps for brand building in rural marketing?
- 15) Outline the marketing mix with 4 P's.
- 16) Describe about the process adopted to select a product.
- 17) Elaborate about the product concept.

SECTION – C

Answer any TWO questions

(2X20=40 Marks)

- 18) Elaborate about product life cycle.
- 19) Explain the changing scenario of rural markets.
- 20) Discuss about the buyer decision process in rural marketing.
- 21) Enumerate the rural product classification.
