



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – NOVEMBER 2018

BU 5403 – RURAL MARKETING

PART-A

Answer All Questions

10*2= 20 Marks

- 1) Define Rural Marketing.
- 2) List the 4-A's in Rural Marketing.
- 3) What is Consumerism?
- 4) List any two characteristics of Rural Consumers.
- 5) Define Pricing.
- 6) List any two factor which Influence pricing.
- 7) What is Distribution?
- 8) List any two promotional tools for Rural Market.
- 9) What is CRM?
- 10) List any two initiatives of corporates in Rural Market.

PART-B

Answer any Four Questions

4*10= 40 Marks

- 11) Explain the evolution of Rural Marketing.
- 12) List the characteristics of Rural Consumers.
- 13) Explain the factors which influence consumer behavior.
- 14) Brief on the 4 A's in Rural Market.
- 15) Briefly explain the product mix pricing strategies.
- 16) Discuss on the various tools of promotion in Rural Market.
- 17) Describe on the recent developments in organized retail of Rural Market.

PART-C

Answer Any Two Questions.

2*20= 40 Marks

- 18) Discuss the various Macro economic factors of Rural Market.
- 19) Discuss on the Segmentation, Targeting and Positioning in Rural Market.
- 20) Briefly explain the Price adjustments strategies of Rural Market.
- 21) Explain on the changing scenario of Rural Market in India.