



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FOURTH SEMESTER – NOVEMBER 2016

CO 4809 – RURAL MARKETING

Date: 10-11-2016

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

Part – A

(10x2=20)

Answer ALL questions

1. Define Rural as per RBI.
2. What is Gram Sabha?
3. “Rural India is losing its agrarian identity due to non-farm sector” – Comment.
4. State any two objectives of Pradhan Mantri Gram Sadak Yojna.
5. What is Product Adaptation?
6. Give the meaning of Chapati Diagram.
7. Define Small Towns.
8. What is brand stickiness?
9. Mention any four ill-effects of fake brands.
10. Why do rural retailers prefer coinage pricing?

Part – B

(4x10=40)

Answer any FOUR questions

11. What are the 4 A's of rural marketing mix?
12. Give an account of evolution of rural marketing.
13. State the stages involved in buyer decision process.
14. What is rural research? Bring out its limitations.
15. Briefly explain the four distinctive segmentation approaches related to rural marketing.
16. Enlist the bases of segmenting rural consumers with geographical factors.
17. Bring out the channel behaviour of rural areas.

Part – C

(2x20=40)

Answer any TWO questions

18. Describe the personal factors that influence the rural consumer behaviour.
19. Explain the characteristics of Small-town consumers.
20. What internal factors the rural consumers consider while setting price for products and services?
21. Enumerate the steps involved in developing effective rural communication.
