



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION - BUSINESS ADMINISTRATION

FIFTH SEMESTER – NOVEMBER 2015

BU 5403 - RURAL MARKETING

Date : 13/11/2015
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART-A

Answer All Questions.

(10x2= 20 Marks)

- 1) Define rural marketing.
- 2) List any two factors of Demographic environment.
- 3) What factors influence rural consumer behavior?
- 4) Define brand loyalty.
- 5) What are the 4A's of rural marketing?
- 6) Define pricing.
- 7) Who are the channel members in rural marketing?
- 8) How promotion is achieved in rural India?
- 9) Which companies are associated with the projects like I-Shakti and e-Choupal?
- 10) Define rural CRM.

PART-B

Answer any four questions.

(4x10= 40 Marks)

- 11) Discuss the classification of rural by various government nodal organizations?
- 12) Explain the socio cultural environment of Rural India.
- 13) Describe the factors which influence consumer behavior.
- 14) Explain the buyer decision process of rural marketing.
- 15) What are the various product classification of Rural India?
- 16) Outline the various channel members of rural India.
- 17) Discuss the changing scenario of rural marketing.

PART-C

Answer any two questions.

(2x20= 40 Marks)

- 18) Briefly explain the evolution of rural India.
- 19) Discuss the various characteristics of rural consumers?
- 20) What are the various pricing strategy of Rural? Explain with suitable examples.
- 21) Explain the emergence of organized retail in rural India.

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