



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – NOVEMBER 2024

BU 5403 – RURAL MARKETING



Date: 21-11-2024

Dept. No.

Max. : 100 Marks

Time: 01:00 pm-04:00 pm

SECTION A

Answer ANY FOUR of the following:

4 x 10 = 40 Marks

1. Describe the evolution of rural Marketing in India.
2. Explain the socio-cultural environment of rural India.
3. Describe the factors influencing consumer behaviour with an example.
4. Explain the various product categories of rural India.
5. Discuss the steps for brand building in rural marketing.
6. Explain the different models of rural development.
7. Classify the role of ICT in rural India and its relevance to the marketing of rural products.
8. Explain the future trends in rural market in India.

SECTION B

Answer ANY THREE of the following

3 x 20 = 60 Marks

9. Discuss the political and technological environment of rural India.
10. Explain the 4P's & 4A's of rural marketing mix strategies with illustrations.
11. Describe the buyer decision process in rural marketing.
12. Explain the various pricing strategy of rural with suitable examples.
13. Explain the various sales promotion techniques of rural India.
14. Explain the emergence of organized retail in rural India.

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