



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com.DEGREE EXAMINATION – COMMERCE

FOURTHSEMESTER – APRIL 2018

16PC04MC03- RURAL MARKETING

Date: 23-04-2018
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

Part – A

Answer All questions (10 x 2 =20)

1. Define Rural as per Census of India.
2. Why affordability is difficult to address in rural markets?
3. Distinguish between secondary and tertiary sector.
4. Write a note on MNREGA
5. What is diffusion of innovation?
6. Define Photo ethnography.
7. What is brand stickiness?
8. Who are business correspondents?
9. What is Agricultural Jewel Loan (AJL)?
10. Define rural dividend.

Part – B

Answer any FOUR questions (4 x 10 =40)

11. Bring out the evolution of rural marketing.
12. What are the key areas of rural infrastructure? Explain.
13. Highlight the characteristics of a small town consumer.
14. State the dos and don'ts of rural marketing research.
15. Build a case on a popular FMCG brand that has moved from mass marketing approach to a differential approach to make inroads into rural areas of India.
16. What are the external factors considered while setting price for rural products and services?
17. What is a fake brand? Mention its impact on rural marketing.

Part – C

Answer any TWO questions (2 x 20 =40)

18. Describe the socio-cultural factors that influence the rural consumer behaviour.
19. Explain the rural specific pricing strategies adopted by marketers.
20. Enumerate the conventional and non-conventional media widely used in rural markets.
21. Is the future of Rural India bright? What are some of the important approaches that a company should keep in mind while going forward in this direction?

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