Reg. No.				

G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS), KOVILPATTI - 628 502.



UG DEGREE END SEMESTER EXAMINATIONS - APRIL 2025.

(For those admitted in June 2021 and later)

PROGRAMME AND BRANCH: B.B.A.

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
V	PART - III	CORE ELECTIVE	U21BB5E2A	RURAL MARKETING

Date 8	& Sessi	on: 28.	04.2025/FN Time : 3 hours	Maximum: 75 Marks	
Course Outcome	Bloom's K-level	Q. No.	SECTION – A (10 X 1 = 10 Ma) Answer ALL Questions.	arks)	
CO1	K1	1.	What is rural marketing? a) Marketing of agricultural products only b) Marketing of products in rural areas c) Marketing of urban products in cities d) None of the above		
CO1	K2	2.	Which of the following is a major challenge in rural a) High disposable income b) Poor infrastructure and distribution network c) High literacy rate d) Overcrowding of markets	marketing?	
CO2	K1	3.	Which among the following is a characteristic of the a) High population density b) Low standard of living c) Homogeneous consumer behaviour d) High brand consciousness	rural market?	
CO2	K2	4.	Which is the most effective medium for rural adverti a) Social media marketing b) Television and radio c) Direct mail d) Billboards in cities	ising?	
CO3	K1	5.	The term 'Haats' in rural marketing refers to: a) Permanent retail stores b) Periodic rural markets c) Wholesale urban markets d) Shopping malls in villages		
CO3	K2	6.	Which of the following is NOT a challenge in rural dia) Poor road connectivity b) Fragmented markets c) High penetration of e-commerce d) Limited financial resources of rural consumers		
CO4	K1	7.	Which company successfully used the "Shakti" initial sales? a) Hindustan Unilever Limited (HUL) b) Tata Motors c) PepsiCo d) Reliance Retail	ative to increase rural	

CO4 K2 8. Which factor is a key driver of rural consumption? a) Growth in digital transactions b) Increase in urban migration c) Decline in agricultural income d) Lack of rural infrastructure e			1	1
b) Increase in urban migration c) Decline in agricultural income d) Lack of rural infrastructure CO5 K1 9. Which of the following is an example of a rural sales promotion strategy? a) Celebrity endorsements b) Wall paintings and van campaigns c) Discount sales in malls d) Online advertisements CO5 K2 10. What is the major occupation of rural consumers in India? a) IT and software services b) Agriculture and allied activities c) Real estate and construction d) Tourism and hospitality SECTION - B (5 X 5 = 25 Marks) Answer ALL Questions choosing either (a) or (b) CO1 K3 11a. State the nature of rural marketing. (OR) CO2 K3 12a. Enumerate the effective guidelines for rural market segmentation. (OR) CO3 K4 13b. Difference between targeting and positioning. CO3 K4 13b. Illustrate the significance of pricing strategy. (OR) CO4 K4 14b. Explain the various promotional tools in promotion strategy. (OR) CO5 K5 15a. infer the classification of agricultural inputs. (OR) CO7 (OR)	CO4	K2	8.	
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CO5 K5 15b. Explicate the types of agricultural markets.	CO1 CO2 CO2 CO3 CO3 CO4	K3 K3 K3 K4 K4 K4 K4	11a. 11b. 12a. 12b. 13a. 13b. 14a.	State the nature of rural marketing. (OR) Discuss the concept Trickle down approach. Enumerate the effective guidelines for rural market segmentation. (OR) Difference between targeting and positioning. Connote the levels of product strategy. (OR) Illustrate the significance of pricing strategy. Explain the various promotional tools in promotion strategy. (OR) Show the difference between Advertising and Sales Promotion.
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Course	Bloom's K-level	Q. No.	$\frac{\text{SECTION} - C \text{ (5 X 8 = 40 Marks)}}{\text{Answer } \frac{\text{ALL }}{\text{Questions choosing either (a) or (b)}}$
CO1	КЗ	16a.	Differentiate rural vs urban marketing. (OR)
CO1	КЗ	16b.	Summarise the go rural decisions urban push factors and rural pull factors.
CO2	K4	17a.	Illustrate the consumer buying decision process. (OR)
CO2	K4	17b.	Explain the environmental factors influencing decision making process.
CO3	K4	18a.	Generalise the types of pricing segments. (OR)
CO3	K4	18b.	Describe the objectives of pricing strategy.
CO4	K5	19a.	Construct the framework of Integrated Marketing Communication. (OR)
CO4	K5	19b.	Examine the rural Hub and Spoke Distribution Model.
CO5	K5	20a.	Outline the functions of Agricultural Marketing. (OR)
CO5	K5	20b.	Analyse the challenges in commercialization of agriculture products.