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**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 & Session: 28.04.2025/FN**

**Time : 3 hours**

**Maximum: 75 Marks**

Course Outcome	Bloom's K-level	Q. No.	<b>SECTION – A (10 X 1 = 10 Marks)</b> <b>Answer <u>ALL</u> Questions.</b>
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 marketing? a) High disposable income b) Poor infrastructure and distribution network c) High literacy rate d) Overcrowding of markets
CO2	K1	3.	Which among the following is a characteristic of the rural market? a) High population density b) Low standard of living c) Homogeneous consumer behaviour d) High brand consciousness
CO2	K2	4.	Which is the most effective medium for rural advertising? a) Social media marketing b) Television and radio c) Direct mail d) Billboards in cities
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 distribution? a) 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" initiative to increase rural sales? a) Hindustan Unilever Limited (HUL) b) Tata Motors c) PepsiCo d) Reliance Retail

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
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
<b>Course Outcome</b>	<b>Bloom's K-level</b>	<b>Q. No.</b>	<b>SECTION – B (5 X 5 = 25 Marks)</b> <b>Answer <u>ALL</u> Questions choosing either (a) or (b)</b>
CO1	K3	11a.	State the nature of rural marketing. <b>(OR)</b>
CO1	K3	11b.	Discuss the concept Trickle down approach.
CO2	K3	12a.	Enumerate the effective guidelines for rural market segmentation. <b>(OR)</b>
CO2	K3	12b.	Difference between targeting and positioning.
CO3	K4	13a.	Connote the levels of product strategy. <b>(OR)</b>
CO3	K4	13b.	Illustrate the significance of pricing strategy.
CO4	K4	14a.	Explain the various promotional tools in promotion strategy. <b>(OR)</b>
CO4	K4	14b.	Show the difference between Advertising and Sales Promotion.
CO5	K5	15a.	infer the classification of agricultural inputs. <b>(OR)</b>
CO5	K5	15b.	Explicate the types of agricultural markets.

<b>Course Outcome</b>	<b>Bloom's K-level</b>	<b>Q. No.</b>	<b>SECTION – C (5 X 8 = 40 Marks)</b> <b>Answer <u>ALL</u> Questions choosing either (a) or (b)</b>
CO1	K3	16a.	Differentiate rural vs urban marketing. <b>(OR)</b>
CO1	K3	16b.	Summarise the go rural decisions urban push factors and rural pull factors.
CO2	K4	17a.	Illustrate the consumer buying decision process. <b>(OR)</b>
CO2	K4	17b.	Explain the environmental factors influencing decision making process.
CO3	K4	18a.	Generalise the types of pricing segments. <b>(OR)</b>
CO3	K4	18b.	Describe the objectives of pricing strategy.
CO4	K5	19a.	Construct the framework of Integrated Marketing Communication. <b>(OR)</b>
CO4	K5	19b.	Examine the rural Hub and Spoke Distribution Model.
CO5	K5	20a.	Outline the functions of Agricultural Marketing. <b>(OR)</b>
CO5	K5	20b.	Analyse the challenges in commercialization of agriculture products.