Form No. Ex- 8
Particulars about the candidate
and the subject are checked thoroughly
and corrected where necessary.

222

Sl. No..... 207

CENTRE ROLL:.....

Seal & Signature of Officer-in-Charge

Invigilator

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

Degree 3rd Year Examination - 2013

Course - BBA **Subject - Rural Marketing**

Paper : (XVIII)

Enrolment Number : | | | | | | | | | | |

Medium of Answer :.....

INSTRUCTIONS TO CANDIDATES

1. This booklet contains.....20..... Pages numbering..19.....
2. An Examinee is allowed to bring only Admission Card and Identity Card to the Examination Hall. Any Examinee found in possession of loose papers, books etc. is liable to be Expelled.
3. Enrolment No. and Medium of answer must be written legibly at the specified places. Examinee's name and any other identifying mark which reveals examinees identity shall not be written anywhere in the script.
4. For Making calculations, only the last page provided for rough work shall be used.
5. No pages of the script be torn out .
6. Calculators will not be allowed for making calculations in the examination hall. ***MOBILE PHONES are strictly prohibited in the examination Centre.***
7. No candidate will be allowed to leave or go out of the hall during the First hour of the Examination.
8. A candidate having completed his/her answer, the script must be handed over, to an invigilator before leaving the hall.
9. Contravention of any of the instructions mentioned above shall render a candidate liable for disciplinary action as per regulations of the University.

Question No.	
Total =	

Examiner's Signature_____

Scrutiniser's Signature_____ Head Examiner's Signature:_____

BBA 3RD YEAR EXAMINATION 2013

PAPER : XVIII

RURAL MARKETING

Time: 3 Hrs

Full Marks: 80

Answer the following questions very briefly $1 \times 8 = 8$

(a) What is the full form of FMCG?

(b) What is Rural Market?

(c) What is the full form of ICAR?

(d) What is 'Irrigation'?

(e) Define 'agrochemical'.

(f) Define 'Social marketing'.

(g) Define 'Co-operation'.

(h) What is 'Credit'.

2. Answer the following questions $2 \times 8 = 16$

(a) Write two functions of commercial banks.

(b) What are the two forms of rural credit market?

(c) What do you understand by contract farming.

(d) Name any two formal media.

(e) What is 'influencer strategy of rural advertising'.

(f) Write any two strengths of fertilizer Market.

(g) Write any two features fo marketing co-operatives.

(h) Write any two features of rural marketing.

3. Answer any five questions from the following $4 \times 5 = 20$

(a) Distinguish between rural marketing and urban marketing.

(b) What are the 4 A's of rural marketing.

(c) Write down 4 advantages of contract farming.

(d) When do you understand by 'demographic segmentation and positive market segmentation?

(e) Discuss any four problems in rural marketing.

(f) What is the importance of media in rural communication.

(g) What is the influencer's strategyof rural marketing?

4. Answer any two questions from the following $8 \times 2 = 16$

(a) Briefly explain the concept of market organization and discuss its characteristics.

(b) What is 'Indian Tractor Industry'? Also discuss the challenges faced by this industry.

(c) Discuss the various promotional strategies followed by consumer durable and consumer non durable companies.

5. Answer any two questions from the following $10 \times 2 = 20$

(a) Define the concept of Agricultural marketing. Also discuss and explain the different kinds of markets for agricultural produce.

(b) What do you understand by 'NABARD'. Discuss its different roles and functions.

(c) What are secured and unsecured Loans. Again explain the role of SBI in the development of rural areas in India.