Form No. Ex- 8

Particulars about the candidate and the subject are checked thoroughly and corrected where necessary.

Sl. No..... 284

CENTRE ROLL:.....

Signature of Officer-in-Charge

Invigilator

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

BBA 5th Semester Examination 2014

Course 20

(Rural Marketing)

Enrolment Number | | | | | | | | | | | | | **Year** |

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.	Marks
Total=	

Examiner's Signature_____

Scrutiniser's Signature_____

Head Examiner's Signature:_____

BBA 5th Semester Examination 2014
Course : 20
(Rural Marketing)

Time : 3 Hrs. Full Marks : 80

1. Answer the following questions: 1×8 = 8

(a) Name one fertiliser company.

(b) Does 'United Bank of India' fall under Regional Rural Banks category?

(c) Define marginal farmers.

(d) State any one advantage of contract farmers.

(e) What is unconventional media?

(f) State the full form of FMCG.

(g) Define large farmers.

(h) What is the full form of BIS?

2. Answer the following questions: 2×8 = 16

(a) State two characteristics of rural markets.

(b) State two characteristics of consumer non durables.

(c) What is rural branding?

(d) What is Kisan Credit Card?

(e) State two implications of low literacy in rural marketing.

(f) State two advantages of advertising through television in rural areas.

(g) State two examples of modifications of products for rural market.

(h) State two types of credit extended in rural areas by financial institution.

3. Answer any five questions from the following: 4×5 = 20

(a) Briefly outline a few consideration for undertaking market research in rural areas.

(b) Define urban and rural market.

(c) Briefly discuss the role of print media in rural marketing.

(d) What are the benefits of product positioning?

(e) Briefly outline a few problems faced by rural marketing staff.

(f) State four measures to remove defects in agricultural marketing.

(g) Write a brief note on future of rural marketing.

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

(a) Discuss the scope of rural marketing.

(b) Briefly analyze the role of purchasing power and income in rural marketing.

(c) Discuss the factors affecting the agro chemical market and its development.

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

(a) Rural market provides tremendous potential. Do you agree? Discuss.

(b) Discuss the promotions strategies adopted by consumer durable and non durable companies in rural market.

(c) Discuss the role of irrigation equipment, tractors and power tillers in agricultural marketing.