No. of Printed Pages—3

520 (RM)

[20-HBGPOW–D5S(O)21A]

BBA 5th Semester (Old) Exam., 2020 (W)

BBA

[BBA (S5) 20]

(Rural Marketing)

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

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

(a) Define rural marketing.

(b) State an impact of low level of literacy on rural marketing.

(c) What is product positioning?

(d) What is the basis for classification of fertilizers?

(e) State the concept of retention pricing scheme.

(f) Give an example of a white good.

(g) State the meaning of contract farming.

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

2. Answer the following questions (each in around *50* words) : 2×8=16

(a) Explain the concept of rurban market.

(b) State two distinguishing factors between rural marketing and urban marketing.

(c) Mention two important issues for advertising in rural India.

(d) What is a power tiller?

(e) Mention two private sector seed companies in India.

(f) Mention two segments of the consumer non-durable goods category with examples.

(g) Mention two areas of cooperative bank finance for rural credit.

(h) State two features of a rural market.

3. Answer any *five* of the following questions (each in around *100* words) : 4×5=20

(a) Explain the fundamental issues related to rural infrastructural facilities.

(b) Discuss the broad strategies of rural advertising.

(c) Explain the problems relating to market organization.

(d) Explain the different types of market organization.

(e) Describe the role of RBI in extending rural credit.

(f) Briefly explain the various types of credit in rural finance.

4. Answer any *two* of the following questions (each in around *300* words) : 8×2=16

(a) Discuss the various problems in rural marketing.

(b) Explain the functions of NABARD for promotion and development of agriculture.

(c) Discuss the different factors influencing the marketing environment and growth of the agrochemical industry in India.

5. Answer any *two* of the following questions (each in around *400* words) : 10×2=20

(a) Discuss different categories of the Indian tractor industry and the challenges faced by it.

(b) Describe the promotional strategies for consumer durables in rural markets.

(c) Give a detailed description of the strategies to be adopted for rural marketing.

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