M Com/MBA 4th Semester (New) Exam., 2021

INDUSTRIAL AND RURAL MARKETING

[PGCM–S4–03 (M)/PGBA–S4–03 (M)]

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any *five* from the following questions (each in around *50* words) : 2×5=10

(a) Define the concept of capital goods with an example.

(b) Identify the different industrial buying situations.

(c) Define the concept of the term 'rural' under rural marketing in India.

(d) Define consumer behaviour.

(e) Mention two psychographic variables for market segmentation.

(f) State two IT models developed by the corporate sector for the sustainable development in the rural areas.

2. Answer any *three* from the following questions (each in around *150* words) : 4×3=12

(a) Discuss some of the emerging trends of industrial marketing in recent times.

(b) Discuss in brief the role of family in the decision-making process of a rural consumer.

(c) Outline the major steps in undertaking marketing research in the rural market.

(d) Explain the different approaches for segmenting the rural market of India.

3. Answer any *three* from the following questions (each in around *250* words) : 6×3=18

(a) Define marketing research. Write down its importance in industrial marketing.

(b) Write a note on the different types of industrial products and services.

(c) Discuss the model e-choupal applied by ITC in the rural markets of India.

(d) Discuss the unique possibilities in the rural markets in pricing strategies.

4. Answer any *four* from the following questions (each in around *500* words) : 10×4=40

(a) How do industrial marketers develop marketing strategies for industrial goods and services? Discuss.

(b) Give an overview of the Indian Rural Market.

(c) Discuss the various opportunities and challenges in the rural market.

(d) "Social responsibility campaigns are effective means of brand building in the rural areas." Do you agree? Justify your answer.

(e) Discuss the problems and issues associated with channel management in the rural context.

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