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**COER University****END SEMESTER EXAMINATION, EVEN SEM 2022-23**

Time : 3 hours  
 Program Name : B.Com (CFA)  
 Course Name : Rural Marketing

Total Marks : 100  
 Semester : II  
 Course Code : BCFA 204

Note: All questions are compulsory. No student is allowed to leave the examination hall before the completion of the time.

Q. No 1	Attempt Any Four Parts. Each Question Carries 5 Marks.	CO	BL
(a)	Explain any two real-life examples of different rural marketing campaigns initiated by different brands in India.	CO 1	2
(b)	Explain the economic environment of rural markets.	CO 1	2
(c)	What steps would you take for new product development in the rural market? Explain	CO 1	2
(d)	Explain the emerging trends in rural market.	CO 1	2
(e)	What is the issue of fake branding in rural market? Elaborate	CO 1	2

Q. No 2	Attempt Any Four Parts. Each Question Carries 5 Marks.	CO	BL
(a)	What is the consumer Behavior in rural marketing? Explain	CO 2	2
(b)	Explain the concept of consumer satisfaction in the rural market. How can companies measure it?	CO 2	2
(c)	What influences buying behavior of the rural customers? Explain	CO 2	2
(d)	What is the rural consumer decision process? Elaborate	CO 2	2
(e)	Evaluate how can companies segment the rural market? What are the criteria for segmentation?	CO 2	5

Q. No 3	Attempt Any Four Parts. Each Question Carries 5 Marks.	CO	BL
(a)	How do you understand the social factors that influence rural consumer behavior?	CO 3	2
(b)	What distribution channels are being used in Indian rural market?	CO 3	2
(c)	What do you understand by e-chaupal?	CO 3	2
(d)	Compare between urban and rural marketing.	CO 3	2
(e)	Explain the consumer buying decision process.	CO 3	2

Q. No 4	Attempt Any Two Parts. Each Question Carries 10 Marks.	CO	BL
(a)	Why is rural marketing an important strategy in the Indian Market?	CO 4	4
(b)	Analyze the advantages and disadvantages of using a penetration pricing strategy in rural markets?	CO 4	4
(c)	How is rural marketing capturing the uncaptured market in India?	CO 4	4

Q. No 5	Attempt Any Two Parts. Each Question Carries 10 Marks.	CO	BL
(a)	How mobile marketing is helping brands to reach and engage with rural audience in India?	CO 5	2
(b)	Evaluate How can pricing strategies be used to benefit rural markets?	CO 5	5
(c)	Explain the importance of several distribution channels in marketing decision making of agriculture products in India.	CO 5	4

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