Part-A

Answer all ten questions: 10*2 = 20 Marks

1) Define rural marketing of India.
2) Give any two characteristics of Rural India.
3) Define rural consumerism.
4) How rural consumers are brand loyal to their product?
5) What are the 4 “A”’s of rural of marketing?
6) Define Pricing.
7) What do mean by distribution of products in rural India?
8) What are the various levels of distribution in rural India?
9) Define rural CRM
10) What is e-choupal and I-sakthi? Which are all the companies associated on these projects?

Part –B

Answer any four questions: 4*10 = 40 Marks

11) Explain how rural markets are defined by various nodal government organizations of India.
12) Briefly explain the rural demographic environment of India.
13) Explain are the various factors which influence rural consumer behavior.
14) What are four stages process in a new product development and explain each process.
15) What are the different new pricing strategies and briefly explain each.
16) What are the future trends of rural marketing, explain with examples.
17) Explain ITC and HLL’s initiative in rural India.

Part –C

Answer any two questions: 2*20 = 40 Marks

18) Briefly explain the four phases of rural marketing.
19) Explain the demographic segmentation process of rural marketing.
20) What are the various factors taken into consideration for setting the price for rural products and services?
21) Explain how modern retailing is impacting rural India with suitable examples.

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