



**KERALA AGRICULTURAL UNIVERSITY**  
**B.Sc. (Hons.) C&B 2016 Admission**  
**VI Semester Final Examination- August -2019**

Mmgt.3211

**Rural marketing management (1+1)**

**Marks: 50**  
**Time: 2 hours**

**I State True or False (10x1=10)**

- 1 The lifestyle of the rural consumers is influenced by increasing incomes and income distribution:
- 2 The lack of electricity in rural households does not act as a barrier to consumer durables that require electricity.
- 3 The research process used in urban markets can also be used for rural markets without any modification.
- 4 The use of outdoor media is very relevant for rural areas.
- 5 Homogeneity is one of the necessary pre-requisite for successful segmentation.

**Match the following**

- |                           |                               |
|---------------------------|-------------------------------|
| 6 Non- conventional media | a Rural distribution channels |
| 7 FMCG                    | b Variable pricing            |
| 8 Consumer durables       | c Absolute pricing            |
| 9 Conventional media      | d Puppet show                 |
| 10 Haats                  | e Point-of-purchase           |

**II Write short notes on ANY FIVE of the following (5x2=10)**

- 1 Briefly explain the types of research approaches that can be used to study the rural markets.
- 2 What is the need for PRA (Participatory Rural Appraisal) in the context of rural marketing?
- 3 List various kinds of non-conventional media that can be used in rural areas.
- 4 What are the constraints faced by the rural marketer during the communication process?
- 5 Mention various sources of competition for existing brands in the rural market.
- 6 Briefly explain the pricing strategies followed in the rural market.
- 7 Write a note on changing face of rural India over the years.

**III Answer ANY FIVE of the following (5x4=20)**

- 1 Explain the factors affecting the rural consumers.
- 2 Explain the utility of PRA approach in understanding the buying behaviour of the rural consumer's w.r.t. any agricultural input.
- 3 Explain the factors that influence media effectiveness in rural areas.
- 4 Write the procedure for selecting the right promotion mix in rural markets.
- 5 Explain the characteristics of the retailers and their influence on distribution strategies in rural areas.
- 6 What should be the entry strategy for a new brand in the rural market?
- 7 Explain the basis for rural market segmentation.

**IV Write an essay on ANY ONE of the following (1x10=10)**

- 1 Effective communication strategy for rural markets.
- 2 Effective distribution strategy for rural markets.

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