



KERALA AGRICULTURAL UNIVERSITY
B.Sc. (Hons.) C&B 2015 Admission
VI Semester Final Examination- June -2018
Rural Marketing Management (1+1)

Marks: 50
Time: 2 hours
(10x1=10)

I Fill in the blanks

- 1pricing method is selling the same product or service at different prices.
- 2 The act of designing the Company's offering and image to occupy a distinctive place in the mind of the target segment is
- 3is the self employment programme for the rural poor to bring the rural poor above poverty line by providing income generating activities.
- 4marketing helps the marketer to bypass the middlemen and directly reach and communicate with the customer.

5 Expand NCAER.

State True or False

- 6 Multivariate analysis uses only two variables.
- 7 Captive Product pricing is setting a price for products that must be used along with the main product.
- 8 Value pricing describes any service or product for which the non-essential features have been removed to keep the price low.
- 9 Product bundle pricing involves combining several products and offering the bundle at reduced prices.
- 10 Targeting is the process of evaluating the market segments for their attractiveness.

(5x2=10)

II Write Short notes on ANY FIVE of the following

- 1 Segmentation
- 2 Micro marketing
- 3 No frills pricing
- 4 Targeting
- 5 Participatory Rural Appraisal
- 6 Product Adoption
- 7 Differentiate Dry Sampling and Wet Sampling.

(5x4=20)

III Answer ANY FIVE of the following

- 1 Price adjustment strategies in Rural Marketing.
- 2 Stages in research process.
- 3 Pre-requisites for effective segmentation
- 4 Dimensions of channel behaviour in rural areas.
- 5 4A's of Rural Marketing.
- 6 Various types of Rural Employment Generation Programmes.
- 7 Various techniques used in qualitative research in Rural Marketing Research process

(1x10=10)

IV Write an essay on ANY ONE of the following

- 1 The factors influencing Consumer Buying behaviour.
 - 2 The various components that constitute rural environment.
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