



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL
B.Voc. Programme 5th Semester Examination, 2023

SEC-RETAIL MANAGEMENT (5.4)

RURAL MARKETING

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

1. Answer any **four** questions from the following: 3×4 = 12
- (a) Explain the concept of rural marketing.
 - (b) Define the term rural.
 - (c) Explain the concept of Product Life Cycle.
 - (d) What do you mean by channel management?
 - (e) What is Green Marketing?
 - (f) Enlist at least three issues related to rural marketing.

GROUP-B

2. Answer any **four** questions from the following: 6×4 = 24
- (a) Why are Regional Rural Banks important for Indian Economy?
 - (b) What is marketing niche?
 - (c) Analyze the different stages of New Product Development.
 - (d) Describe the characteristics of Indian Rural market.
 - (e) Is brand marketing an important aspect of marketing? Explain.
 - (f) Write down the difference between Rural and Urban marketing.

GROUP-C

3. Answer any **two** questions from the following: 12×2 = 24
- (a) Write down the structure and functioning of National Bank for Agriculture and Rural Development. Also, explain its importance in rural marketing.
 - (b) Discuss the challenges and opportunities of rural marketing in India.
 - (c) Discuss the shopping habits of rural consumers. Also discuss how the shopping habits of rural consumers are different from that of urban consumers.
 - (d) Summarize the phased evolution of rural marketing in India.

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