



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL

B.Voc. Programme 5th Semester Examination, 2021

SEC1-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: 3×4 = 12
- (a) Outline the significance of consumer behaviour in Rural marketing.
 - (b) Write in brief about the functions of Regional Rural Banks.
 - (c) Explain the meaning of Product Life Cycle.
 - (d) What is Green Marketing?
 - (e) Enlist at least three issues related to Rural marketing.
 - (f) What is the difference between Brand management and Channel management?

GROUP-B

2. Answer any **four** questions: 6×4 = 24
- (a) Analyse the importance of NABARD in Indian economy.
 - (b) Describe the characteristics of Indian Rural Market.
 - (c) Elaborate the different stages of New Product Development.
 - (d) Describe the marketing mix y for Indian rural market.
 - (e) Give an example of a rural market and outline the characteristics for why you call it rural market.
 - (f) In the context of rural marketing, why are Rural Financial Institutions important?

GROUP-C

3. Answer any **two** questions: 12×2 = 24
- (a) Summarize the phased evolution of rural marketing.
 - (b) Describe in detail the shopping habits of rural consumers.
 - (c) Show the difference between rural marketing and urban marketing with few examples.
 - (d) Write down the difference between Sports Marketing and Social Marketing.

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