



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL

B.Voc. Programme 5th Semester Examination, 2022

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) Define the term Green Marketing.
 - (b) Define the term Rural Market.
 - (c) Give examples of three Regional Rural Banks (RRB).
 - (d) What do you mean by the term social marketing?
 - (e) Define the term Co-operative bank.
 - (f) Define the term channel management.

GROUP-B

2. Answer any **four** questions from the following: 6×4 = 24
- (a) Discuss the importance of Rural Marketing.
 - (b) State the phased evolution of rural marketing.
 - (c) What are the Marketing Mix Strategies for Indian Rural Market?
 - (d) State the characteristics of Rural Consumer.
 - (e) What are the role and function of NABARD?
 - (f) Explain the importance of product life cycle in marketing management.

GROUP-C

3. Answer any **two** questions from the following: 12×2 = 24
- (a) State the differences between Rural Marketing and Urban Marketing.
 - (b) State the challenges and opportunities of Rural Marketing.
 - (c) What do you mean by the term New Product Development? Discuss the stages of product development.
 - (d) Discuss the factors that influence the buying behaviour of rural consumer.

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