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G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS), KOVILPATTI – 628 502.

UG DEGREE END SEMESTER EXAMINATIONS - NOVEMBER 2024.

(For those admitted in June 2021 and later)



PROGRAMME AND BRANCH: B.B.A.

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
V	PART - III	CORE ELECTIVE	U21BB5E2A	RURAL MARKETING

Date &amp; Session: 15.11.2024 / FN

Time : 3 hour

Maximum: 75 Marks

Course Outcome	Bloom's K-level	Q. No.	SECTION - A (10 X 1 = 10 Marks) Answer <u>ALL</u> Questions.
CO1	K1	1.	What is Rural Marketing? a) Marketing activities targeting urban consumers b) Marketing activities targeting rural consumers c) Marketing activities targeting industrial customers d) Marketing activities targeting global customers
CO1	K2	2.	What is the expected outcome of the Trickle-Down Approach? a) Increased economic equality b) Decreased economic growth c) Increased economic growth and job creation d) Decreased government revenue
CO2	K1	3.	What is the main goal of positioning? a) To create a new product or service b) To increase sales c) To create a unique image or identity for a product or service d) To reduce costs
CO2	K2	4.	What is the final stage of the Consumer Buying Decision Process? a) Problem recognition b) Information search c) Evaluation of alternatives d) Post-purchase evaluation
CO3	K1	5.	What is demographic segmentation? a) Segmenting a market based on age, income, and occupation b) Segmenting a market based on personality traits and values c) Segmenting a market based on product usage and benefits sought d) Segmenting a market based on geographic location
CO3	K2	6.	What is the purpose of market segmentation? a) To identify a target market b) To develop a marketing mix c) To create a unique selling proposition d) To conduct market research
CO4	K1	7.	Which of the following is a type of promotion? a) Advertising    b) Sales promotion    c) Public relations    d) All of the above
CO4	K2	8.	Which of the following is an example of a sales promotion? a) Discount    b) Free sample    c) Loyalty program    d) All of the above
CO5	K1	9.	Which of the following is a type of agricultural input? a) Seeds    b) Fertilizers    c) Machinery    d) All of the above
CO5	K2	10.	Which of the following is a channel of agricultural marketing? a) Producer to Consumer b) Producer to Wholesaler to Retailer to Consumer c) Producer to Processor to Wholesaler to Retailer to Consumer d) All of the above

Course Outcome	Bloom's K-level	Q. No.	<b>SECTION – B (5 X 5 = 25 Marks)</b> <b>Answer ALL Questions choosing either (a) or (b)</b>
CO1	K3	11a.	Identify Trickle down approach. <b>(OR)</b>
CO1	K3	11b.	Discuss the evolution of rural marketing.
CO2	K3	12a.	Positioning is the process of establishing a brand or product's place in a target market-Discuss. <b>(OR)</b>
CO2	K3	12b.	Identify the process of targeting.
CO3	K4	13a.	Examine the significance of product strategy. <b>(OR)</b>
CO3	K4	13b.	Analyse pricing for different segments.
CO4	K4	14a.	Analyse rural logistics. <b>(OR)</b>
CO4	K4	14b.	Hub – and – spoke distribution model – Examine.
CO5	K5	15a.	Assess the functions of agricultural marketing. <b>(OR)</b>
CO5	K5	15b.	Evaluate the classification of agriculture inputs.

Course Outcome	Bloom's K-level	Q. No.	<b>SECTION – C (5 X 8 = 40 Marks)</b> <b>Answer ALL Questions choosing either (a) or (b)</b>
CO1	K3	16a.	Compare Rural vs Urban market. <b>(OR)</b>
CO1	K3	16b.	Compare consumer market and industrial market.
CO2	K4	17a.	Discover consumer buying decision process. <b>(OR)</b>
CO2	K4	17b.	Examine segmentation.
CO3	K4	18a.	Analyse the levels of product strategy. <b>(OR)</b>
CO3	K4	18b.	Discuss the significance of pricing strategy.
CO4	K5	19a.	Evaluate the framework of integrated marketing communication. <b>(OR)</b>
CO4	K5	19b.	Examine promotional mix tools.
CO5	K5	20a.	Evaluate the challenges in commercialisation of agricultural products. <b>(OR)</b>
CO5	K5	20b.	Predict the institutional framework for development of agriculture in India.