

A (Printed Pages 3)
(21222) Roll No.
BBA - V Sem.

18102

B.B.A. Examination, Dec.-2022

Rural Marketing

(M-1)

(BBA-505(M 1))

(New Course)

Time : Three Hours] [Maximum Marks : 75

Note : Attempt **all** the Sections as per instruction.

Section-A

Note : Attempt **all** questions. Each question carries **5** marks. Very short answer is required not exceeding **75** words.

5×3=15

1. Rural Marketing strategy.
2. Rural Product Mix.
3. Artisan Products.

P.T.O.

4. Pricing of Rural products.
5. Rural Urban disparity.

Section-B

Note : Attempt any **two** questions out of the following three questions. Each question carries **7.5** marks. Short answer is required not exceeding **200** words.. 2×7.5=15

6. Explain the trends in the Indian Rural market.
7. What are the characteristics of Rural demand? How is it different from Urban demand?
8. Why is cooperative marketing preferred in rural marketing?

Section-C

Note : Attempt any **three** questions out of the following five questions. Each question carries **15** marks. Answer is required in detail. 3×15=45

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