



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.COM. DEGREE EXAMINATION - COMMERCE

FOURTH SEMESTER – JUNE 2015

CO 4809 - RURAL MARKETING

Date : 02/07/2015
Time : 10:00-01:00

Dept. No.

Max. : 100 Marks

Part – A

Answer ALL questions

(10X2=20)

1. Define Rural Market as per the Planning Commission of India.
2. What is Small Town Marketing?
3. Who are Rural Yuppies?
4. What do you mean by diffusion of innovation?
5. Define Social Class.
6. How do you classify rural products?
7. What is brand stickiness?
8. Draw a chappati diagram model adopted by FMCG companies in rural research.
9. What is Participatory Rural Appraisal?
10. Write short notes on rural insurance.

Part – B

Answer any FOUR questions

(4X10=40)

11. State the components of rural market mix with suitable examples.
12. How does the middle-class explode rural India? Explain illustratively.
13. What is product positioning? How do marketers identify the positioning concept in rural markets?
14. Critically examine the issue of fake products in rural markets.
15. Bring out the dimensions of channel behavior in rural areas.
16. Explain the different forms of folk media.
17. Give an account of the financial services in rural India.

Part – C

Answer any TWO questions

(2X20=40)

18. Explain the characteristics of Small Town Consumers. Also bring out the strategic importance of Small Town for rural marketers.
19. Discuss the bases for rural market segmentation with suitable examples.
20. Elaborate the pricing strategies specific to rural markets.
21. “Rural markets in India insulated our economy from meltdowns”. Do you agree? Give valid reasons in support or against this statement.
