

SECTION - B.

Answer any ~~five~~^{four} questions.

4x5 = 20 marks.

5. Distinguish clearly between selling and marketing.
6. Social and cultural environment.
7. Discuss the stages in the product-life cycle.
8. Discounts.
9. What is sales promotion?
10. Discuss the functions and services of wholesaler.

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NANNAYA UNIVERSITY
 B. Com - III year (GENERAL)
 RURAL MARKETING.

~~PAPER~~

MAX. MARKS - 80.

SECTION - A :

Answer the following questions: $4 \times 15 = 60$ MARKS.

1. (a) What do you understand by the term Rural markets? Explain. Comment upon the nature of transactions that take place in the Rural markets.

(or)

(b) In what ways are the social factors and institutions likely to impact the design of the marketing mix of a company?

2 (a) Visit any nearby village in the vicinity of your town and spend half a day at any retail outlet. Identify the approaches of customer in buying and list them down based on the steps in the buyer behavior process.

(or)

(b) Identify the key differences in the environmental factors affecting buyer behaviour for rural and urban markets.

(3) (a) Discuss the product strategies for the Rural market.

(or)

(b) Explain the concept of promotional pricing in the context of Rural markets.

4) (a) Critically assess the effectiveness of mass media in rural markets. What are the limitations of using
 (a) print (b) Television.

(or)

(b) Describe the hierarchy of intermediaries in the Rural markets.