

2020

RURAL AND INTERNATIONAL MARKETING — HONOURS

Eighth Paper

(M-34-A)

(Marketing Group)

Full Marks : 100

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Module - I

[Rural Marketing]

(Marks : 50)

Group - A

1. Answer **any two** questions :

5×2

- (a) Highlight two important features of rural consumers.
- (b) Point out two product specific behaviour of rural consumers.

Or,

Mention two price related attitude of rural consumers.

- (c) Indicate two non-price buying influences of rural consumers.

Or,

Point out two volume related buying influences of rural consumers.

- (d) Mention any two buying patterns of rural consumers.

Group - B

2. Answer **any two** questions :

10×2

- (a) (i) Write a short note on approaches of segmenting rural markets.
- (ii) What is package aesthetics?

Or,

(i) Write a note on product planning for rural markets.

- (ii) What is umbrella branding?

Please Turn Over

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(2)

- (b) (i) How do you define price bundling?
(ii) Point out the promotional techniques used in rural marketing.

Or,

- (i) Explain three factors influencing pricing decisions in rural marketing.
(ii) Point out four socio-cultural factors in rural marketing environment.
(c) Give a brief picture of Distribution channels and Logistics in rural marketing.
(d) (i) Point out the difference between Rural and Urban marketing.
(ii) Highlight two economic factors that influence rural marketing operations.

Group - C

Answer **any one** question

20×1

3. (a) State the problems in Agricultural Marketing.
(b) Highlight the geographical factors that influence rural marketing operations.
4. (a) Discuss Co-operative Marketing in India.
(b) Highlight the cultural factors that influence rural marketing operations.

Module - II

[International Marketing]

(Marks : 50)

Group - A

5. Answer **any two** questions :

5×2

- (a) What do you mean by Export Processing Zone?
(b) What is WTO?
(c) Point out the steps for identifying foreign markets.

Or,

Point out the process of selecting foreign markets.

- (d) Define the term 'International Marketing'.

Or,

How do you define International Marketing Environment?

(3)

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Group - B

6. Answer *any two* questions :

10×2

- (a) (i) Highlight the importance of product/service labelling in International market.
- (ii) Point out the modes of entry in foreign market.
- (b) (i) Write a note on management of distribution channels and logistics.
- (ii) What is meant by 'FOB' pricing?

Or,

- (i) Write a note on selection and appointment of Foreign Sales Agents.
- (ii) What is meant by 'FAS' pricing?
- (c) (i) Write a note on 'Sales Literature'.
- (ii) What is 'Personal Selling'?

Or,

- (i) Write a note on 'Trade Fairs and Exhibitions'.
- (ii) Point out two non-price factors influencing International price.
- (d) (i) Describe, in brief, the scope of International Marketing.
- (ii) What is 'CIF' pricing?

Group - C

Answer *any one* question

20×1

7. Give a picture of Current Trends in India's Foreign Trade.

8. Write short notes on :

- (a) Export Finance
 - (b) Export assistance and incentives.
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