

**2021**

**RURAL MARKETING 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 the following questions :

2×5

(a) Define Rural Marketing.

**Or,**

Mention two features of Rural Market.

(b) What is Co-operative Marketing?

**Or,**

Why is the price of agricultural product very low in Rural Market?

(c) Point out two features of Rural Consumers.

**Or,**

Mention any two qualities that a rural marketer should possess.

(d) Mention any two socio-cultural factors influencing Rural Marketing Environment.

(e) Define Urban Market.

**Group - B**

2. Answer the following questions :

5×5

(a) Discuss different Distribution Channels in Rural Marketing.

**Or,**

How do you promote products and services in Rural Markets?

**Please Turn Over**

- (b) State product planning for Rural Market.

**Or,**

Briefly discuss Packaging and Branding decisions in Rural Marketing.

- (c) State Infrastructural factors in Rural Marketing Environment.  
(d) Distinguish between Rural Marketing and Urban Marketing.  
(e) Mention any five socio-cultural factors in Rural Marketing Environment.

**Or,**

Briefly state the significance of 'haats' and 'melas' in Rural Distribution.

**Group - C**

3. Answer the following question :

- (a) (i) What are the characteristics of Rural Consumers?  
(ii) State pricing and distribution of Agricultural Products in Rural Marketing. 7+8

**Or,**

- (b) (i) What are the bases for segmenting Rural Market?  
(ii) How is price fixed in Rural Market?  
(iii) Discuss the role of Government in Marketing of Agricultural Products in India. 3+4+8

**Module - II**

**[International Marketing]**

**(Marks : 50)**

**Group - A**

4. Answer the following questions : 2×5

- (a) What is International Marketing?

**Or,**

Mention two features of International Marketing.

- (b) What do you mean by Personal Selling?  
(c) Write full form of SEZ.

**Or,**

What do you mean by EPZ?

- (d) Write the full form of GATT.

**Or,**

Write the full form of WTO.

- (e) What is anti-dumping duty?

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**R(III)-Rural Mktg. & International Mktg.-H-8(M-34-A)**

**Group - B**

5. Answer the following questions :

5×5

- (a) State the scope of International Marketing.
- (b) State briefly International Marketing Environment.

**Or,**

How do you select Foreign Markets?

- (c) Write short note on : After Sales Services.

**Or,**

Write a short note on : Advertising.

- (d) (i) Discuss selection process of Foreign Sales Agent.

**Or,**

(ii) Mention five factors influencing International Price.

- (e) State the present trends in Indian Foreign Trade.

**Group - C**

6. Answer the following question :

- (a) Discuss present EXIM Policy of India.

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**Or,**

- (b) (i) What are the steps in starting an Export Business?
- (ii) Write short note on Export Processing Zone (EPZ).

7+8

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