

2025

**RURAL MARKETING AND
INTERNATIONAL MARKETING — HONOURS**

Paper : DSE-6.2MH

Full Marks : 80

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)

Group - A

1. Discuss any two importance of rural marketing. 4

Or,

Discuss any two importance of urban marketing. 4

2. How economic factor influences rural marketing? 4

3. State the concept of urban marketing. 4

4. Narrate, in brief, the problems of agricultural marketing in India. 4

Or,

State the features of cooperative marketing in India. 4

Group - B

5. Discuss the characteristics of rural consumer. 8

Or,

Describe the buying patterns of rural consumer. 8

6. Describe any four key aspects of rural market segmentation. 8

Or,

Discuss any four promotional strategies for rural markets. 8

7. State the different distribution channels in rural marketing. 8

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Module - II
(International Marketing)

Group - A

8. Define 'export price'. 4
- Or,*
- What is price quotation? 4
9. State the concept of international marketing. 4
10. What is the importance of packaging in international market? 4
- Or,*
- Briefly discuss the importance of after sales services in international market. 4
11. What is meant by international marketing environment? 4

Group - B

12. Identify the various factors which influence international price. 8
13. Discuss the role of personal selling in international marketing. 8
- Or,*
- Discuss the role of advertising in international marketing. 8
14. Describe the process of selection and management of foreign sales agent. 8
- Or,*
- Discuss the role of trade fairs and exhibitions in international business. 8
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