

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2023 – 2024 and thereafter)

B.Com. DEGREE: EXAMINATION, APRIL 2026
COMMERCE
FOURTH SEMESTER

COURSE : MAJOR ELECTIVE
PAPER : RURAL MARKETING
SUBJECT CODE : 23CM/ME/RG45
TIME : 3 HOURS

MAX. MARKS: 100

SECTION A				
Q. No.	Answer all the questions	(5 x 2 = 10)	CO	KL
1	Define rural marketing.		1	1
2	State the importance of rural marketing.		1	1
3	List the marketing channels used in agricultural marketing.		1	1
4	Outline the role of agricultural co-operative banks.		1	1
5	What do you mean by digital village?		1	1
SECTION B				
Q. No.	Answer all the questions	(5 x 2 = 10)	CO	KL
6	Outline the rural marketing strategies.		2	2
7	Write a note on the opportunities in rural market.		2	2
8	What is agricultural marketing?		2	2
9	Identify the role of SHG in rural marketing.		2	2
10	Infer on the E-Marketing.		2	2
SECTION C				
Q. No.	Answer any two questions	(2 x 10 = 20)	CO	KL
11	Briefly explain the rural infrastructural facilities.		3	3
12	Illustrate the types of agricultural marketing.		3	3
13	Discuss the role of social media in rural marketing.		3	3
SECTION D				
Q. No.	Answer any two questions	(2 x 10 = 20)	CO	KL
14	Compare and contrast between Indian rural and urban market.		4	4
15	Identify the challenges faced in rural markets.		4	4
16	Examine the growth and challenges of online marketers.		4	4
SECTION E				
Q. No.	Answer any two questions	(2 x 20 = 40)	CO	KL
17	Describe the steps involved in developing a new rural product.		5	5
18	Explain the factors influencing rural marketing.		5	5
19	Illustrate on the rural marketing government schemes.		5	5
20	Discuss the importance and impact of E-Marketing on rural consumers.		5	5
