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**SYBMS- Elective
Solution
December 2018**

Total Marks: 75

Duration: 2.5 hrs

Q1 A) Fill in the blanks with correct alternative (answer any 8)

(08 marks)

1. Predominant occupation in rural areas is agriculture.
2. PMGSY is a government scheme to promote rural connectivity.
3. Village shops stocks items of daily necessity.
4. Urban to Rural does not fall under the scope of rural marketing.
5. Value engineering is the technique to develop cheaper products by substituting costly raw material with a cheaper one.
6. Puppetry is a form of unconventional media.
7. Positioning is the act of finding a place in the minds of consumer.
8. Coinage pricing is directly proportional to the package size.
9. Encounter is the strategy to push out the imitators.

10. Profitable companies that have secured a significant rural market share are known as Rural masters.

Q1 B) Match the column (answer any 7)

(07 marks)

S. No.	Column A	Column B
1	NABARD	Monitoring & distributing ground level credit
2	Demonstration	Direct contact
3	Grameen bank	Micro financing
4	PDS	Fair price shops

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5	Rim	Spurious product
6	SHGs	Capacity building
7	Skimming pricing	High price
8	White Goods	Washing Machine
9	Place	Availability
10	Brand loyalty	Repeat purchase