

K. Sambal



Avinashilingam Institute for Home Science and Higher Education for Women
Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD [now MoE]
Re-accredited with 'A++' Grade by NAAC. CGPA 3.65/4, Category I by UGC
Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment Test I – February 2025
SEMESTER VI

Class : III UG
Major: BBA (RM)

Time: 2 Hours
Maximum Marks: 60

21BREC28 – Rural and Agro Retailing

Course Outcomes:

- CO1: Provide knowledge on rural and agriculture marketing and challenges
CO2: Enumerate retail strategies in marketing of rural and agro products
CO3: Acquaint with various functional areas of agricultural business
CO4: Analyze the customer responses about the new product of Agro
CO5: Sensitize on forecasting and retail planning in rural market

Part A Choose the Correct answer 6*1=6

- The process of promoting and selling products and services to rural or semi-rural areas are denoted as CO1:K1
a) After-Sales Services c) Rural marketing b) Marketing mix d) Promotion
- Amazon Sahelib is a _____ that connects with rural markets CO1:K1
a) Digital transformation platform c) Financial service method
b) Communication mix d) Product mix strategy
- _____ refers to the buying habits and decision-making processes of individuals residing in rural areas CO2:K1
a) Consumer Behavior c) Rural Consumer Behavior
b) Generic product association d) None
- The company that successfully leverages smaller pack sizes and affordable pricing to cater to consumer budgets is CO2:K2
a) HUL c) Amazon b) Flipkart d) Tata
- Mention the process that involves agronomic considerations, agro-processing, economic potential and consumption patterns. CO3:K2
a) Preservation c) Agricultural marketing b) Standardization d) Value Addition
- Proper seed selection, sowing time, and spacing to maximize yield is denoted as CO3:K2
a) Crop Selection c) Harvesting Techniques b) Sowing Techniques d) Agricultural marketing

Part- B Answer ALL Questions 3x6=18

Each answer should not exceed 400 words or two pages

- Define and Elaborate trends of rural marketing (Or) CO1:K1
- Explain the concept of rural marketing CO1:K2
- Discuss the needs and demands of rural consumer in shopping behaviour. (Or) CO2: K1
- Discuss the types of Rural Consumer behaviour CO2:K2
- Explain the Agricultural framework (Or) CO3:K3
- Mention the activities involved in agronomic considerations and agro processing in Agricultural Marketing CO3:K2

Part-C Answer ALL questions 3x12=36

Each answer should not exceed 800 words or four pages

13. Give the importance of understanding market size and penetration in rural marketing
(Or)

CO1:K1

14. Explain the factors that influence rural market environment

CO1:K2

15. Explain the Geographical Spread and Socio-Economic Profile of the Rural Consumer

(Or)

CO2:K2

16. Describe the Diversity, Literacy, and Lifestyle of the Rural Consumers

CO3:K1

17. Explain the role played by media and the competition among the players in Agricultural marketing.

(Or)

CO3:K2

18. Explain the crucial role played by agricultural marketing for sustainable agricultural development with the help of a diagram.

CO3:K2

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