



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

Bachelor's Degree Arrear Examination – November 2025

VI Semester

Batch : 2022 Arrear
Major : BBA Retail Management

Time: 3 Hours
Max. Marks: 100

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

10 x 1 = 10

Choose the Correct Answer

1. The process of promoting and selling products and services to rural or semi-rural areas are denoted as _____ CO1:K1
 - a. After-Sales Services
 - b. Rural marketing
 - c. Marketing mix
 - d. Promotion
2. This concept that focuses on how deeply products or services have been adopted or integrated into rural markets is _____ CO1:K1
 - a. Rural marketing
 - b. Customer retention
 - c. Market penetration
 - d. Promise of value
3. Mention the value propositions that foster long-term loyalty among rural consumers. CO2:K1
 - a. Accessibility and Availability
 - b. Unique needs and preferences
 - c. Quality and Reliability
 - d. Trust and Authenticity
4. The items that have high penetration rates in rural areas are _____ CO2:K2
 - a. Financial Services
 - b. Non-Durables
 - c. Fast-moving consumer goods
 - d. Durables
5. Mention the process that involves agronomic considerations, agro-processing, economic potential and consumption patterns. CO3:K2
 - a. Preservation
 - b. Agricultural marketing
 - c. Standardization
 - d. Value Addition
6. Proper seed selection, sowing time, and spacing to maximize yield is denoted as CO3:K2
 - a. Crop Selection
 - b. Harvesting Techniques
 - c. Sowing Techniques
 - d. Agricultural marketing
7. Encouraging the formation of FPOs enhances collective bargaining power and access to Markets, FPO denotes. CO4:K2
 - a. Farm Producer Organizations
 - b. Farmer Planning Organizations
 - c. Farm Planning Organizations
 - d. Farmer Producer Organizations
8. An online platform that integrates agricultural markets across the country, providing farmers with access to a wider market and better prices is CO4:K2
 - a. National Agricultural Market (eNAM)
 - b. Agricultural Marketing Infrastructure (AMI) Scheme
 - c. Market Intervention Scheme(MIS)
 - d. Pradhan MantriKisan Sampada Yojana (PMKSY)
9. Mention the process through which information, ideas, and knowledge are exchanged within rural communities. CO5:K2
 - a. Rural communication
 - b. Agricultural marketing
 - c. Formal communication channels
 - d. Formal communication channels
10. Identify the system that allow rural populations to access information on demand

Part B**5 x 6 = 30****Answer ALL questions****Each answer should not exceed 400 words or two pages**

- 11.a) Briefly elaborate the trends in rural marketing. CO1:K1
(Or)
- 11.b) Explain the concept of rural marketing in brief. CO1:K2
- 12.a) Write a note on the needs of rural consumer in shopping behaviour. CO2:K1
(Or)
- 12.b) Mention the types of Rural Consumer behaviour. CO2:K2
- 13.a) Explain in brief the framework of marketing of Agricultural inputs. CO3:K3
(Or)
- 13.b) Mention the marketing process of consumables, fertilizers, pesticides and equipment. CO3:K2
- 14.a) Explain the role of government in ensuring efficient and fair agricultural marketing System, in brief. CO4:K1
(Or)
- 14.b) Explain the speciality agro produce in brief. CO4:K2
- 15.a) Describe the communication process models. CO5:K1
(Or)
- 15.b) Write a note on the media effectiveness in rural communication. CO5:K1

Part C**5 x 12 = 60****Answer ALL questions****Each answer should not exceed 800 words or four pages**

16. a) Explain the importance of understanding market size and penetration in rural marketing. CO1:K1
(Or)
16. b) Explain the types of rural retailers and their characteristics. CO1:K2
17. a) Explain the Geographical Spread and Socio-Economic Profile of the Rural Consumer. CO2:K2
(Or)
- 17.b) Describe the Diversity, Literacy, and Life style of the Rural Consumers. CO2:K1
- 18.a) Explain the marketing mix decisions made on Assortment and pricing. CO3:K2
(Or)
- 18.b) Elaborate the distribution and retail choice of agricultural marketing. CO3:K2
- 19.a) Describe the various Government schemes available in agricultural marketing. CO4:K1
(Or)
- 19.b) Explain in detail about the forward, backward integration and consortium marketing. CO4:K2
- 20.a) Describe the role played by media vehicles and media preference in rural communication. CO5:K1
(Or)
- 20.b) Explain the challenges and strategies of rural communication. CO5:K2
