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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 Examination – May 2025  
IV / VI Semester

Class : III UG /II UG  
Major : BBA Retail Management

Time : 3 Hours  
Max. Marks : 100

21BREC28 / 23BREDE2C Rural and Agro Retailing

**Course Outcomes:**

- CO1. Access the fundamentals of management with reference to Agricultural Business.  
CO2. Learn the concepts and process of planning and organizing.  
CO3. Create the awareness of agro products.  
CO4. Develop the comprehension about the marketing problems and probable Retail business solution  
CO5. Gain insights on role of Agricultural Marketing institutions in future.

**Part A**

10 x 1 = 10

**Choose the Correct Answer**

- Which of the following is NOT a key component of the Rural Market Environment? CO1K1
  - Economic Reforms
  - Corporate Response to Change
  - Urban Retailers
  - Marketing in Pre-Reforms Era
- What is the primary focus of Unit II, "Rural Consumers"? CO1K2
  - Agricultural Marketing Strategies
  - Rural Communication Channels
  - Consumer Behavior and Brand Preference
  - Market Mix Decisions
- Which of the following is NOT a factor considered under "Rural Consumer Behaviour"? CO2K2
  - Needs
  - Types
  - Urban Lifestyle
  - Geographical Spread
- What is the main topic covered in Unit III, "Agricultural Marketing"? CO1K2
  - Rural Communication
  - Marketing of Agricultural Inputs
  - Consumer Behaviour
  - Rural Market Environment
- Which of the following is NOT a key decision in the "Market Mix" for agricultural products? CO1K2
  - Assortment
  - Pricing
  - Distribution
  - Rural Consumer Behaviour
- What is the primary focus of Unit IV, "Agricultural Rural Produce"? CO2K1
  - Marketing of Agricultural Inputs
  - Rural Consumer Behaviour
  - Marketing of Agricultural Produce
  - Rural Communication
- Which of the following is NOT a type of specialty agro produce? CO3K3
  - Horticulture
  - Floriculture
  - Urban Farming
  - Live Stock and Fisheries
- What is the main topic covered in Unit V, "Rural Communication"? CO3K3
  - Rural Consumer Behaviour
  - Agricultural Marketing
  - Rural Market Environment
  - Communication Process and Media Vehicles
- Which of the following is NOT a key element of the communication process in rural areas? CO4K4
  - Media Vehicles
  - Media Effectiveness
  - Urban Audience Behaviour
  - Audience Profile
- What is the total duration of the syllabus in hours? CO5K5
  - 50
  - 60
  - 75
  - 80

**Part B**  
**Answer ALL questions**  
**Each answer should not exceed 400 words or two pages**

**5 x 6 = 30**

- 11.a. Describe "Rural Market Environment" and list its key components. CO1K1  
(or)  
11.b. Explain the impact of economic reforms on the rural market in India. CO1K2
- 12.a. Develop a marketing strategy for a new fertilizer brand targeting smallholder farmers in a specific rural region. Consider factors like pricing, distribution, and communication. CO3K3  
(or)  
12.b. Analyze the challenges faced by rural retailers in reaching and serving rural consumers. CO3K3
- 13.a. Propose a new model for agricultural marketing in rural India that addresses the needs of both farmers and consumers. CO4K4  
(or)  
13.b. Critically evaluate the effectiveness of government schemes in promoting agricultural marketing in rural areas. CO3K2
- 14.a. List the different types of "Specialty Agro Produce" and briefly describe each. CO4K4  
(or)  
14.b. Explain the concept of "Backward Integration" in the context of agricultural marketing. What are its advantages and disadvantages? CO4K4
- 15.a. Develop a pricing strategy for a new organic farming cooperative in a rural area, taking into account factors like production costs, competition, and consumer demand. CO5K1  
(or)  
15.b. Analyze the role of technology in improving rural communication. CO5K1

**Part C**  
**Answer ALL questions**  
**Each answer should not exceed 800 words or four pages**

**5 x 12 = 60**

- 16.a. Define "Rural Market Environment" and Elaborate on how economic reforms have shaped the current rural market scenario in India. CO4K2  
(or)  
16.b. Explain the concept of "Rural Consumer Behaviour" and analyze how factors like diversity, literacy, and lifestyles influence their purchase decisions. CO2K3
- 17.a. Develop a comprehensive marketing plan that addresses target audience segmentation, product positioning, pricing strategies, distribution channels, and communication channels. CO2K2  
(or)  
17.b. Discuss the role of technology, government policies, and market intermediaries in addressing the challenges and creating a more sustainable agricultural ecosystem. CO3K2
- 18.a. Propose a new digital marketing strategy for agricultural marketing in rural India that addresses the needs of both farmers and consumers. CO4K3  
(or)  
18.b. Critically evaluate the effectiveness agricultural marketing in rural areas . CO4K4
- 19.a. Define "Specialty Agro Produce" and elaborate on the different types of specialty agro produce with examples. CO2K3  
(or)  
19.b. Explain the concept of "Consortium Marketing" in the context of rural agriculture. CO4K2
- 20.a. Differentiate a pricing strategy for a new cooperative marketing society for farmers in a rural region and urban region. CO3K4  
(or)  
20.b. Discuss the challenges and opportunities in reaching and engaging rural audiences through various media channels. CO5K2

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