



Avinashilingam Institute for Home Science and Higher Education for Women
Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956 (now MoE)
Re-accredited with A++ Grade by NAAC. Recognised by UGC under Section 12B
Coimbatore - 641 043, Tamil Nadu, India
Continuous Internal Assessment – I February, 2025
IV Semester

Class: II UG
Major: BBA (RM)

Time: 2 hours
Maximum Marks: 60

23BREDE2C Rural and Agro Marketing

Course Outcomes:

- CO1: Provide knowledge on Rural and Agricultural Marketing and Challenges.
CO2: Enumerate Retail strategies in Marketing of Rural and Agro Products.
CO3: Acquaint with various functional area of Agricultural business.
CO4: Analyse 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

6x1=6

1. This focuses on how deeply products or services have been adopted or integrated into rural markets CO1K1
 - a. Rural marketing
 - b. Customer retention
 - c. Market penetration
 - d. Promise of value
2. Mention the digital transformation platform adopted to penetrate in rural markets. CO1K1
 - a. Amazon Saheli
 - b. Flip kart Krishi
 - c. None
 - d. Both
3. Mention the value propositions that foster long-term loyalty among rural consumers. CO2K1
 - 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 _____ CO2K2
 - a. Financial Services
 - b. Non-Durables
 - c. Fast-moving consumer goods
 - d. Durables
5. The marketing that encompasses the strategies, techniques, and activities involved in distributing and selling goods and services for agricultural production to farmers is known as CO3K1
 - a. Traditional Marketing
 - b. Modern Marketing
 - c. Agricultural input Marketing
 - d. None
6. Mention the process that ensures consistent quality and grading of agricultural products CO3K2
 - a. Preservation
 - b. Standardization
 - c. Value Addition
 - d. None

Part- B

Answer ALL Questions

3x6=18

Each answer should not exceed 400 words or two pages

7. a. Mention the components of rural marketing. CO1K1
(or)
b. Explain the economic reforms that impacted the rural markets. CO1K2
8. a. Explain the needs of rural consumers. CO2K2
(or)
b. Mention the types of rural consumes. CO2K1
9. a. Explain the Framework for Effective Agricultural Input Marketing CO3K2
(or)
b. Explain the Agronomic Considerations and Agro-Processing in Agricultural marketing. CO3K2

Part-C

Answer ALL questions

3x12=36

Each answer should not exceed 800 words or four pages

10. a. What economic reforms are adapted by corporations in the changing rural environment as strategies to tap into rural opportunities effectively? CO1K1
(or)
b. Explain the types of rural retailers. CO1K2
11. a. Discuss the socio economic characteristics that shape rural consumer behaviors. CO2K2
(or)
b. Explain the literacy level and lifestyle of consumers. CO2K2
12. a. What are the factors that drive the demand for agricultural inputs and explain the key media channels used in agricultural input marketing? CO3K1
(or)
b. Explain Agricultural marketing activities that encompasses the economic potential and consumption patterns of rural customers. CO3K2