

2020

RURAL MARKETING & INTERNATIONAL MARKETING — HONOURS

Paper : DSE 6.2M

Full Marks : 80

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Module - I

(Rural Marketing)

Group - A

Answer *any two* questions :

10×2

1. Explain the importance of Rural Marketing.
2. State the characteristics of Rural Consumer.
3. Elucidate the price fixing mechanism in Rural Market.
4. Discuss promotional strategies in Rural Marketing.
5. Write short note on Co-operative Marketing.
6. Distinguish between Rural and Urban Marketing.

Group - B

Answer *any one* question :

20×1

7. Discuss Product Planning for Rural Markets.
8. State distribution channels and logistics in Rural Marketing.

Module - II

(International Marketing)

Group - A

Answer *any two* questions :

10×2

9. State pricing strategies in International Marketing.
10. Write short note on After Sales Service.

Please Turn Over

11. State role of Trade Fairs and Exhibitions in International Marketing.
12. Write short note on Personal Selling.
13. Give an idea about Export Risk Insurance.
14. Briefly discuss International Marketing Environment.

Group - B

Answer *any one* question :

20×1

15. Discuss the nature and scope of International Marketing.
 16. State Packaging and Labelling in International Marketing.
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