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Total No. of Questions : 7 ]

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# **BB-400**

**B.B.A. (Part-III) Examination, 2022**

## **RETAILING AND RURAL MARKETING**

Paper - BBA-605

**(Group-M)**

*Time : 3 Hours ]*

*[ Maximum Marks : 70*

### **Section-A**

**(Marks : 2 × 10 = 20)**

*Note :-* All the *ten* questions are compulsory. Each question is to be attempted in around **50** words. Each question carries **2** marks.

### **Section-B**

**(Marks : 3 × 10 = 30)**

*Note :-* Answer any *three* questions out of five. Each question is to be attempted in around **500** words. Each question carries **10** marks.

### **Section-C**

**(Marks : 1 × 20 = 20)**

*Note :-* *One* question based on case study is compulsory and carries **20** marks.

### **Section-A**

1. (i) What is Retail Pricing ?
- (ii) What is Retail Space Management ?
- (iii) What is Rural Marketing Environment ?
- (iv) What is Retail Unit ?

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- (v) What is Cooperative Marketing ?
- (vi) What is distribution channel management in Rural Market ?
- (vii) What is forecasting of rural problems ?
- (viii) What is Retail Branding ?
- (ix) What is product life-cycle in rural market ?
- (x) What is rural market in India ?

### **Section–B**

- 2. What is Rural Marketing Mix ? Discuss in brief Marketing Strategies for Market.
- 3. Explain the term Retail Marketing. Different types of retail formats the influencing on consumer perception towards retail business in India.
- 4. Define retailing its characteristics and its function in detail.
- 5. Discuss the role and responsibilities of merchandiser in rural markets and how merchandiser managing physical distribution management in rural area ?
- 6. Write short notes on the following :
  - (a) Rural Vs. Urban Market
  - (b) Buying for single and chain stores

### **Section–C**

- 7. Read the case given below and answer the questions given at the end of the case.  
In a study conducted by ICICI it was found that :
  - (i) Only 40 per cent of shops in small town have electricity while in feeder villages this figure was 11 per cent.
  - (ii) Shops in town were located on rented premises. While in interior villages in 88 per cent of the cases the shops were located on owned premises and lacked electricity.

- (iii) In feeder villages four fifth of the shops have one person working full time. While in interior villages 70 per cent have two or three persons working on a part time basis.
- (iv) Over two fifths of the retail outlet stocked eight to nine standard product categories.
- (v) The total number of items stocked in retail outlet was about 50 in interior villages and 115 in feeder villages.

The ratio of one indicates that on average interior villages shops had stocks for one month and in feeder villages maintained stocks for two or three months.

The value of the stock turn over ratio in town made a wider spread and higher value in the range of three or even five because of the wide variety of product stocked.

Case :

- (i) Critically evaluate the above rural retail scenario for the marketer of consumer products.
- (ii) What implications does the above scenario have for the long-term distributer system ? Design of a health product necessity goods company wanting to make a foray into the rural markets.