

SMART
PQ105M II-5
④

Rural Mktg Retail
Mgmt & Modern
Trade

Time: 2 ½ Hours

Maximum Marks: 75 Marks

NOTES:

1. All Questions are compulsory.
2. Figures to right indicate full marks.
3. Draw neat figures wherever necessary.

Q1. Explain Following (Any 5)

(15)

1. Central Cooperatives Banks
2. Product in Rural Marketing
3. Food Retailer
4. Classification of Retail Sector
5. Departmental Stores
6. Limitation of Super Markets
7. Income Generation in Rural Economy

Q2. Case Study

(15)

A Jewelry store plans to open a new store in Thane. Brand Manger Mr. Shah is busy shortlisting various properties for the store. He has shortlisted two properties one in Vivian Mall and other on Ram Maruti Road.

Questions:

1. What factors Mr. Shah should consider before finalizing the property? (10)
2. Which place would you finalize? Why? (5)

Q3. Answer the following (Either a & b OR c & d)

- a. Define Rural Market. State characteristic of Rural Markets. (7)
- b. How can we overcome issues in Indian Rural Markets? (8)

OR

- c. Distinguish between Urban Market & Rural Market (7)
- d. How are products & services promoted in in Rural Markets? What problems do marketers face in such markets? (8)

Q4. Answer the following (Either a & b OR c & d)

- a. How is a Retailer? Why are they important in the distribution chain? State their functions. (7)
- b. Explain In-Store Retailing. List down types of In-Store Retail Outlets. (8)

OR

- c. "It is important to look at internal & external factors while designing a retail store". Discuss with different internal & external factors. (8)
- d. Explain in detail modern day retailing in India. (7)

Q5. Write Short Notes (Any 3)

(15)

1. NABARD
2. Rural Consumer
3. Importance of Retailing
4. Online Retailing
5. Advantage & Disadvantages of Direct Selling