



**WEST BENGAL STATE UNIVERSITY**  
B.Com. Programme 6th Semester Examination, 2022

**FACGDSE10T-B.COM. (DSE2)**

**RURAL MARKETING AND INTERNATIONAL MARKETING**

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.  
Candidates should answer in their own words and adhere to the word limit as practicable.*

**GROUP-A**

1. Answer any **five** questions from the following: 2×5 = 10
- (a) Explain the meaning of rural marketing.
  - (b) What is bill of Lading?
  - (c) What do you mean by dumping?
  - (d) What is foreign trade?
  - (e) Define Joint Venture.
  - (f) Define certificate of origin.
  - (g) Who are rural customers?
  - (h) What is GATT?
  - (i) Briefly explain 'adaptation'.
  - (j) What is cultural environment?
  - (k) Point out two differences between rural marketing and urban marketing.
  - (l) Briefly point out two advantages of international marketing.
  - (m) Why is rural marketing important?
  - (n) Define international branding.
  - (o) Define Transfer Pricing.
  - (p) Point out two features of rural markets.

**GROUP-B**

2. Answer any **four** questions from the following: 5×4 = 20
- (a) Explain the problems of rural marketing.
  - (b) What is Geocentric Orientation?
  - (c) Write a short note on "Non-tariff barriers".

- (d) Write a short note on 'urban marketing'.
- (e) What are the types of agricultural products?
- (f) State the differences between global marketing and export marketing.
- (g) Explain the different types of cooperative marketing.
- (h) Explain the advantages of global brands.
- (i) Explain the latest trends in Indian rural markets.
- (j) Briefly discuss about the political environment of international marketing.
- (k) Distinguish between rural and urban marketing.
- (l) Write a short note on World Trade Organisation.

**GROUP-C**

3. Answer any *two* questions from the following: 10×2 = 20
- (a) Briefly discuss the role of the government in marketing rural agricultural products.
  - (b) Discuss the buying decision process of rural consumer.
  - (c) Explain the documentation procedure for exports.
  - (d) Explain the factors that influence pricing decision in International marketing.
  - (e) Discuss the role of different institutions for providing credit and finance in rural areas.
  - (f) Describe the phases of International Product Life Cycle.
  - (g) How can various legal and political factors pose a challenge for an international marketer?
  - (h) Discuss the various promotional strategies in international marketing.

**N.B. :** *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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