



WEST BENGAL STATE UNIVERSITY  
B.Com. Programme 6th Semester Examination, 2021



**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.*

1. Answer any **five** questions from the following:

2×5 = 10

- What is Rural Marketing?
- Mention two characteristics of rural markets.
- What do you mean by International product life cycle?
- Give an idea of Transfer Pricing.
- Define International Marketing.
- Discuss two advantages of International Marketing.
- What are the different types of Co-operative marketing?
- Define Cooperative Marketing.
- Define legal environment of marketing.
- What do you mean by adaptation?
- What is meant by letter of credit?
- What is Attitude in relation to rural customers?
- Define Domestic Marketing.
- What do you mean by Documentation in relation to international marketing?
- Define international branding.
- Briefly explain EPRG framework.

2. Answer any **four** questions from the following:

5×4 = 20

- Discuss the factors affecting pricing in rural markets.
- Write a short note on non-tariff barriers.
- Write short note on different types of rural products.
- Distinguish between domestic and international marketing.
- Mention the characteristics of culture with reference to international marketing.

- (f) Distinguish between Rural Marketing and Urban Marketing.
- (g) Write a short note on WTO.
- (h) Discuss the role of Government in marketing agricultural products.
- (i) Mention about the different types of Co-operative marketing.
- (j) Write short notes on EPRG framework.
- (k) Discuss the problems of Agricultural Marketing in India.
- (l) Briefly explain the process of exporting in International business.

3. Answer any ~~two~~ questions from the following:

10×2 = 20

- (a) Explain the current trends in rural markets in India.
- (b) Discuss the International pricing methods with special reference to transfer pricing and dumping.
- (c) Explain the phases of International product life cycle.
- (d) Mention the importance of certificate of origin, Bill of lading in Documentation.
- (e) "Rural markets suffer from a variety of constraints."– Explain these constraints and suggest measures for overcoming them.
- (f) Explain the promotion strategies in International Marketing.
- (g) Discuss the factors influencing rural consumer.
- (h) Explain the methods of entry into foreign markets.

**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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