

Course Code:2PGDMM3
Course: Retail & Rural Marketing
Credit: 5
Last Submission Date: October 31, (for January Session)
April 30 (for July session)

Max. Marks:-30
Min. Marks:-12

Note:-attempt all questions.

- Que.1 Explain the concept of retailing also discuss significance, characteristics and Function of retailing.
- Que.2 What do you understand by retail market segmentation? Explain the basis of retail Market segmentation.
- Que.3 What are the importance of supply chain management ? Briefly explain.
- Que.4 What is the concept of accrual accounting? Discuss the importance of accounting Method in operations and finance in retailing.
- Que.5 What are the various types of risk in retail business? Explain in detail.
- Que.6 Discuss the important aspect of human resource and quality in retail.
- Que.7 What do you mean by rural market? Also discuss the nature and characteristics of rural Market .
- Que.8 What do you understand by rural marketing environment. Discuss the factors Contributing to the growth of rural marketing.
- Que.9 Describe the marketing research objectives. Also explain the DAGMAR approach
- Que.10 Write short notes on :-
- (1) Role of Microfinance in rural India
 - (2) Rural marketing model
 - (3) Promotion strategies for rural market