**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU -27**

Registration Number:

Date & Session:

**MA ADVERTISING & PUBLIC RELATIONS– III SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**APR 9221: RURAL MARKETING AND COMMUNICATIONS**

**Time: 2 ½ Hours Max Marks: 70**

**This paper contains ONE printed page and TWO parts**

1. **Answer any THREE in a minimum of 200 words each. (3x10=30)**
2. What are the five key segments of Internet users in rural India? Elaborate.
3. What are the advantages and constraints of using wall paintings as rural media?
4. Traditions play a visible role in rural brand loyalty. Elucidate with examples.
5. The Public Distribution System has had a major role to play in the development of rural commerce. Explain.
6. Gender-based biases have led to the non-interest from many brands to enter rural India. Do you agree or disagree? Elucidate.
7. **Answer any TWO in a minimum of 400 words each. (2x20=40)**
8. Have the various initiatives and policies of the Indian Government helped in developing consumerism in rural India? Critique with special reference to rural employment schemes. Please mention specific features of the plans and policies in your answer.
9. Discuss four key issues confronting the efficient distribution of goods to rural India. Choose from any of the following six
10. Climate
11. Terrain
12. Seasonality
13. Poor infrastructure
14. Banking networks
15. Storage
16. You are the manufacturer of a leading potato chips brand. You now want to take it into rural India. What would be the media you would select? Why? (Your answer MUST have a choice of a minimum of four media vehicles)

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