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Register Number:

DATE:5-03-2022

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE – 560027**

**M.A ADVERTISING AND PUBLIC RELATIONS – III SEMESTER**

SEMESTER EXAMINATION: OCTOBER 2021

(Examination conducted in February-March 2022)

**APR ADS 9219 - Rural Marketing and Communications**

Time: 2 ½ hrs. Max Marks: 70

*This question paper has \_\_1\_\_\_ printed page*

1. **Answer any SEVEN questions with a minimum of 200 words each**

**(7x10=70)**

1. “Rural India earns half the median wages of Urban India but works twice as hard”. Explain the various reasons for this disparity.
2. While rural literacy rates have more than trebled, why do you think that newspaper readership is still low in most parts of rural India.
3. “To be a Dalit in rural India is a curse”. Comment on the poor level of inclusiveness of this stratum of people. Give data to support your answer.
4. “Patriarchy is a fact”. How has this impacted the lives of the girl child and the aspirations of women in rural India?
5. Why do brands find packaging for rural India an expensive proposition?
6. User-influencer-buyer relationships have shaped markets very differently for some product categories in rural India. Comment on the same with a minimum of 5 examples.
7. What are the key points to be taken into consideration while transporting and storing goods in rural Indian markets?
8. Reluctance of major brands to build equity in rural markets has led to the rise of numerous me-too brands. Do you think this is a healthy trend? Give reasons to support your answer.
9. You want to launch an exclusive line of garments for the rural market – male and female. What would be your media plan for the same? Take a state and give specific examples of the media you would choose.

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