

Mid-West University
Examinations Management Office
Birendranagar, Surkhet
End - Semester Examination, 2081

Subject: RD 533- Rural Marketing and Entrepreneurship Development
Level/program: Master (M.A) Semester: III Time: 3 Hours

FM:60
PM: 30

Candidates are required to answer the questions in their own words as far as practicable.

Attempt ALL of the following Very Short Answer Questions.

10x1=10

1. Define rural market.
2. What do you understand by urban marketing?
3. Give some example of formal credit institutions.
4. Define the term grading.
5. What is understood by product mix?
6. Point out the elements of promotion mix.
7. What is meant by pricing in business?
8. What are the channels of rural marketing?
9. Introduce the term copy right.
10. What is Trade Mark in business?

Attempt any THREE of the Following Short Questions.

3x8=24

11. What is rural marketing? Highlight the importance of rural market.
12. Explain the concept and importance of agricultural marketing in rural development.
13. Briefly explain the understanding of SWOT analysis in marketing with a suitable example.
14. Discuss the different risks faced by Nepalese entrepreneurs.

Attempt any TWO of the Following Long Questions.

2x13 =26

15. What is rural marketing mix? Describe its effectiveness in Nepalese rural market.
16. Explain the factors that influence consumers' buying behavior.
17. Entrepreneurship plays a vital role in the economic development of the rural county like Nepal.
Justify.
