Rural Marketing

1st Sessional Examination

6th Semester 2021

DHSK Commerce College, Dibrugarh

Full Marks : 20

1. Purchase decision are influenced by factors:

Attitude of others

Unanticipated situational factors

Perceived Risk

All of the above

1. India is a land of agriculture and most of the population resides in:

Villages

Cities

Urban area

Towns

1. Scattered Market” is the feature of \_\_\_\_\_\_\_\_\_\_.

Rural market

Urban market

Both 1 and 2

None

1. Current population of rural market in India is\_\_\_\_\_\_\_\_\_\_\_\_\_

10%

20%

50%

70%

1. State important problem of rural marketing\_\_\_\_\_\_\_\_\_

High literacy

Good roads

Scattered market

Brand image

1. Rural marketing promotion can be effective through\_\_\_\_\_\_\_\_\_\_\_

Melas

Village fairs

Door to door campaign

All of the above

1. Rural marketing involves delivering manufactured or processed inputs or services to rural producers or consumers so as\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

To dump the goods to be liquidated later

To soak up the huge size of the untapped market

To get rid of the unsold or out of demand products

To sell the products to a segment of ill-informed consumers

1. The greatest problem in the rural market is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

To sell the product

To identify customer needs

The resources To manage

To reach the customers & retailers

1. Which one of the following is NOT one of the rural marketing strategies?

Management of demand

Developmental marketing

Unique Selling Proposition

Penetration

1. Which of the following terms is used to describe the factors and forces outside marketing that affect marketing management's ability to build and maintain successful relationships with target customers?

Strategic planning

Target markets

The marketing environment

The marketing mix

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the process of creating distribution chains of goods and services in the rural areas and conduct sales promotion activities and meeting the needs of the people there.

Agricultural Marketing

Rural marketing

Urban marketing

Semi-urban marketing

1. Which one of the following is NOT a challenge in rural marketing?

Distribution

Communication

Buying motive

Limited knowledge

1. HUL Project Shakti is meant for \_\_\_\_\_\_\_\_\_\_\_\_\_

Labourers

Rural Youth

Rural women

Farmers

1. What is the most important role of 'Haats' in villages?

Contact point for villagers

Means for distribution and trading of local products and exchange rural surplus

An opportunity for buying daily necessities

A place for political, social & cultural contact

1. ITC e-choupal is known as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

World's largest Bazaar

World's largest farmer network

World's largest rural digital infrastructure

World's largest farmer's bank

1. In the model of buyer behaviour, which of the following is NOT a major type of force or event in the buyer's environment?

Cultural

Political

Economic

Channels

1. \_\_\_\_\_\_\_\_\_\_\_\_ are society's relatively permanent and ordered divisions whose members share similar values, interests and behaviours

Social classes

Lifestyles

Purchase decisions

Subcultures

1. Family is one of the \_\_\_\_\_\_\_\_\_ factors that influence consumer behaviour

Personal

Psychological

Social

Business

1. Which is the main source of purchasing power for rural consumer?

Marketable agricultural surplus

Market conditions

Weather conditions

Fair prices for Agri-produce

1. Which information source in Information search stage of rural consumer buying process plays the most important role?

Commercial source like promotional material

Experiential source like handling or using the product

Public source like mass media

Personal sources like family, friends, relatives, neighbours