



BRAINWARE UNIVERSITY
Term End Examination 2020 - 21
Programme – Master of Business Administration
Course Name – Rural Marketing
Course Code - MM303

Semester / Year - Semester III

Time allotted : 75 Minutes

Full Marks : 60

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 60=60

1. *(Answer any Sixty)*

(i) _____media have a greater effect than the impersonal ones in the rural marketing context.?

- | | |
|-------------|----------------|
| a) Personal | b) Impersonal. |
| c) Direct | d) Indirect |

(ii) India is a land of agriculture and most of the population resides in :--

- | | |
|----------------|-----------|
| a) Villages. | b) Cities |
| c) Urban Areas | d) Town |

(iii) Which is the most important tool for developing the rural market:

- | | |
|-------------------|-------------------|
| a) Infrastructure | b) Transportation |
| c) Communication | d) All of these . |

(iv) Marketing Committee system and cooperative marketing are the two

.._____framed for the purpose of rural marketing

- | | |
|-------------------------|---------------|
| a) Parallel agriculture | b) Horizontal |
| c) Diagonal | d) Vertical |

(v) The national Commission on agriculture is the _____ commission to suggest measures for development of agriculture>

- | | |
|----------|-----------|
| a) First | b) Second |
|----------|-----------|

c) Third

d) Fourth

(vi) In Rural Market the Panchayet Pradhans play the role of:

a) Marketer

b) Distributor

c) Wholesaler

d) Opinion Leader

(vii) Because of poor road conditions in the rural part of India whose role becomes extremely important?

a) Manufacturer

b) Wholesaler

c) Retailer

d) Distributor

(viii) The role of Brand Ambassador is to increase _____

a) Purchasing Power of Consumer.

b) Decision Making Ability of Consumer

c) Credibility in the mind of Consumer

d) All of these

(ix) Rural Marketing deals with the marketing in:

a) Cities

b) Villages.

c) Towns

d) None of these

(x) One of the most important characteristics of Rural Market is.

a) Isolation

b) Family Belongingness

c) Nuclear Family

d) All of these

(xi) With time the purchasing power of a buyer in Rural India is

a) Increasing

b) Decreasing

c) Remaining Same

d) None of these

(xii) For differentiating between Rural Marketing and Urban Marketing which type of market segmentation will be relevant?

a) Geographic

b) Demographic

c) Psychographic

d) All of these

(xiii) Poverty is a

- a) Social problem
- b) Economic Problem
- c) Political Problem
- d) Religious Problem

(xiv) What is the full form of IRDP?

- a) Integrated Rural Development Programme
- b) Intelligent Rural Development Programme
- c) Induced Rural Development Programme
- d) All of these

(xv) What are the schemes introduced by the Government of India to remove unemployment

- a) IRDP
- b) NREP
- c) JRY
- d) All of these

(xvi) Which of the following statement is NOT correct about Rajeev Awas Yojna?

- a) Its main aim is to make slum free India
- b) About 500 cities of the country have been planned to get covered by the end of 12th five year plan
- c) Its 50% share will be shared by the central government
- d) All are correct

(xvii) "TRYSEM" a programme made for

- a) Employment to Rural youths
- b) Employment to Urban youths
- c) Development of nutrition intake in the food of poor of the country
- d) Providing road connectivity to the villages

(xviii) For the rural areas, the socioeconomic system use _____ of the chief wage earner.

- a) Occupation and Type of home
- b) Education and occupation
- c) Education and type of home
- d) None of these

(xix) Social class is indicated by _____ variables.

- a) Single
- b) Several
- c) None
- d) All of these

(xx) Indian agricultural research institute is popularly known as

- a) ICAR
- b) Royal Commission
- c) Pusa Institute
- d) DARE

(xxi) If a firm lease machinery, it

- a) Buys machinery on contract
- b) Borrows money to repair machinery
- c) Loans machinery to another producers
- d) Rents machinery

(xxii) In which of the following markets, the buyers and sellers participate in large number?

- a) Local market
- b) Primary wholesale market
- c) Secondary wholesale market
- d) Terminal market

(xxiii) An apex organization of the cooperative marketing structure was found in the year

- a) 1956
- b) 1958
- c) 1937
- d) 1962

(xxiv) _____ is a function of agricultural marketing

- a) Storage
- b) Threshing
- c) Harvesting
- d) Spraying insecticide

(xxv) Agricultural marketing include

- a) Input – output
- b) Demand
- c) Agricultural production
- d) Income

(xxvi) Price determining forces are

- a) Marginal cost and marginal return
- b) Demand and supply
- c) Marginal cost and opportunity cost
- d) All of these

(xxvii) Support price of agricultural commodities are recommended by

- a) NAFED
- b) ICAR
- c) SAU
- d) CACP

(xxviii) Marketable surplus increases with increase in

- a) Market size.
- b) Family size.
- c) Farm size.
- d) All of these

(xxix) Market in which the marketing costs and practices are regulated are called

- a) Secular market
- b) Perfect market
- c) Cash market
- d) None of these

(xxx) Buyer's market denotes where

- a) Supply exceeds demands
- b) Supply recedes demand
- c) Supply and demand are equal
- d) None of these

(xxxii) Individuals who specializes in performing various marketing functions rendering their services are

- a) Producers
- b) Consumers
- c) Middlemen
- d) None of these

(xxxiii) Marketing channel that involves no intermediaries to made their products available to final buyers is classified as

- a) direct channel
- b) indirect channel
- c) flexible channel
- d) static channel

(xxxiiii) Based on their field of application, manufactured goods can be

classified as

- | | |
|------------------------------------|----------------------------------|
| a) Primary, Secondary and Tertiary | b) Consumer, Capital and Defense |
| c) Essential, Market and Standard | d) Primary, Luxury and Consumer |

(xxxiv) The demand for goods in India and services in India depends largely on?

- | | |
|----------------|-------------|
| a) Agriculture | b) Rainfall |
| c) Inflation | d) Income |

(xxxv) _____ media have a greater effect than the impersonal ones in the rural marketing context?

- | | |
|-------------|---------------|
| a) Personal | b) Impersonal |
| c) Direct | d) Indirect |

(xxxvi) India is a land of agriculture and most of the population resides in :-

- | | |
|----------------|-----------|
| a) Villages | b) Cities |
| c) Urban Areas | d) Town |

(xxxvii) Highest percentage of population in India resides in

- | | |
|-------------|-----------|
| a) Villages | b) Towns |
| c) Cities | d) Metros |

(xxxviii) In Rural India in the decision making process the most important role is played by

- | | |
|--------------|---------------|
| a) Initiator | b) Influencer |
| c) Decider | d) Buyer |

(xxxix) In Rural India because of Low Literacy Level there should be a special strategy for

- | | |
|-------------|------------------|
| a) Packing | b) Packaging |
| c) Labeling | d) None of these |

(xl) One of the most important characteristics of Rural Market is

- a) Isolation
- b) Family Belongingness
- c) Nuclear Family
- d) All of these

(xli) For the rural areas, the socioeconomic system use _____ of the chief wage earner

- a) Occupation and Type of home
- b) Education and occupation
- c) Education and type of home
- d) None of these

(xlii) Rural marketing is not required because

- a) Rural people do not understand marketing.
- b) It is not practical from the cost point of view
- c) It is sheer wastage of time
- d) None of these.

(xliii) Developing synthetic scale through partnerships typically results in larger overheads in the context.

- a) Rural
- b) Urban
- c) Semi-urban
- d) All of these.

(xliv) The literacy rate is in the rural areas.

- a) Increasing
- b) Decreasing
- c) Average
- d) Low

(xlv) should submit all extract from the revenue record evidencing that charge has been created on the revenue record in respect of the property.

- a) buyer
- b) seller
- c) borrower
- d) client

(xlvi) The Committee will examine commercial viability of the:

- a) group
- b) project
- c) wages
- d) rural areas

(xlvii) uses the telephone line to tell the prospective customers about the services the marketer is providing.

- a) television
- b) telecom
- c) telemarketing
- d) telegram

(xlviii) advertising converging on target segment has to be in magazines seen by purchase and technical persons of firms

- a) business
- b) telemarketing
- c) customer
- d) sales

(xlix) The is for promoting ideas, goods and services to create awareness and assist in selling the product.

- a) television
- b) sales
- c) business
- d) presentation

(l) tries to generate immediate consumer response with respect to company's overall marketing strategy.

- a) sales
- b) presentation
- c) promotion .
- d) business

(li) The role of in today's severely competitive environment is to differentiate the product from other products in the market.

- a) promotion
- b) advertising
- c) media
- d) market

(lii) want the sellers to offer the products only to them in their designated area.

- a) distributors
- b) farmers
- c) dealers
- d) sellers

(liii) keep manufacturer's stocks for giving to the dealers or retailers against authority from the manufactures.

- a) stockists
- b) distributor
- c) shops
- d) wholesaler

(liv) Purchase goods for resale from manufacturers in India or through.

- a) exports
- b) imports
- c) sales
- d) supply chain

(lv) Manufacturers sometimes appoint..... who are businessmen with storage space.

- a) stockists
- b) distributor
- c) shops
- d) wholesaler

(lvi) The manufacturers give legal rights to a/an business entity to run franchiser's business.

- a) dependent
- b) organized
- c) unorganized
- d) independent

(lvii) A price rise by the competitor should be matched in a period of growing or rising costs.

- a) significance
- b) production
- c) price
- d) demand

(lviii) Rural markets have been shown to be highly conscious markets.

- a) brand
- b) price
- c) product
- d) quality

(lix) Haats and melas form an integral part of the rural consumer's patterns.

- a) shopping
- b) design
- c) working
- d) sales

(lx) Sales promotion takes up to % of total marketing budget and hence it is a major factor.

a) 89

b) 87

c) 69

d) 70