

MCQ
SE-RABM-04 – RURAL MARKETING-I

Sr. No.	Question	Answer
1	Which type of market buys goods and services for further processing or for use in the production process? A. Business B. Consumer C. Retail D. Reseller	A
2	The natural resources that are needed as inputs by marketers or that are affected by marketing activities are referred to as the A. Endangered environment B. Raw material market C. Natural environment D. Green movement	C
3	Which of the following represents the most dramatic force shaping a modern marketer's destiny? A. The natural environment B. Deregulation C. The technological environment D. The political environment	C
4	A marketing philosophy summarized by the phrase "A good product will sell itself" is characteristic of the _____ period A. Production B. Sales C. Marketing D. Relationships	A
5	Rural marketing involves delivering manufactured or processed inputs or services to rural producers or consumers so as _____ A. To dump the goods to be liquidated later B. To soak up the huge size of the untapped market C. To get rid of the unsold or out of demand products D. To sell the products to a segment of ill-informed consumers	B
6	The greatest problem in the rural market is _____ A. To sell the product B. To identify customer needs C. the resources To manage D. To reach the customers & retailers	D
7	The most important theme of _____ in rural market is acceptability A. The promotion mix B. The communication mix C. The marketing mix D. The product mix	C
	The purpose of _____ is to conceive, analyze and creatively select	

8	channels of communication that will direct advertising messages to the right people in the right place at the right time A. Communication strategy B. Media targeting C. Media differentiation D. Media Planning	D
9	The media department for a manufacturer of gardening tools is developing a media plan. Which of the following is NOT a question to be answered during the media planning process? A. Should we advertise nationally or only in rural areas? B. Should we use print or broadcast media? C. Should we concentrate our advertising during the summer season? D. Who should be responsible for the media plan?	D
10	Media objectives have two more components, which are, _____ objectives and _____ objectives A. scheduling; media vehicle B. audience; message distribution C. reach; frequency D. gross impression; rating	B
11	_____ is one of the three major factors of production in classical economy and an essential input for housing and food production A. Water B. Fertilizers C. Land D. Seeds	C
12	_____ measures the intensity of a media schedule A. Rating B. Gross impression C. Frequency D. Reach	C
13	The advertising response curve indicates that A. incremental response to advertising actually diminishes with repeated exposure B. audience fragmentation actually increases effective reach C. repeated exposures to ads actually increase advertising success D. recency planning does not apply to advertising for services	B
14	Which one of the following is the major concern of farmers at the urban fringe? A. Availability of the appropriate resources B. Availability of the transportation facilities C. Access to the infrastructural facilities D. Conflict with nonfarm neighbors& vandalism	D
15	The rural market presents an exciting opportunity to develop brands into _____ A. Valuable possession	C

	<p>B. Generic product association</p> <p>C. goodwill ambassador</p> <p>D. hyped goodwill</p>	
16	<p>People are sometimes inadvertently exposed to conflicting or confusing messages of familiar products from neighboring states or countries. This issue is referred to as the problem of,</p> <p>A. Ineffective reach</p> <p>B. Spillover media</p> <p>C. Ineffective frequency</p> <p>D. Lack of continuity</p>	B
17	<p>Which one of the following conflict becomes more severe as the urbanization intensifies</p> <p>A. Agricultural and nonagricultural land use conflict</p> <p>B. resource distribution conflict</p> <p>C. Development conflict</p> <p>D. Infrastructural conflict</p>	A
18	<p>Which one of the following is NOT a rural pull factor?</p> <p>A. Rising affordability</p> <p>B. Growing acceptance</p> <p>C. Fierce competition</p> <p>D. Improving accessibility</p>	C
19	<p>Which one of the following is NOT one of the rural marketing strategies?</p> <p>A. Management of demand</p> <p>B. Developmental marketing</p> <p>C. Unique Selling Proposition</p> <p>D. Penetration</p>	D
20	<p>At the centre of any marketing process is,</p> <p>A. Target consumers</p> <p>B. The product</p> <p>C. The price</p> <p>D. The marketing intermediary</p>	A
21	<p>Most manufacturers and marketers do have a distribution arrangement for _____ with a population of at least 5000 people</p> <p>A. Village</p> <p>B. Country</p> <p>C. Continent</p> <p>D. State</p>	A
22	<p>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?</p> <p>A. Strategic planning</p> <p>B. Target markets</p> <p>C. The marketing environment</p> <p>D. The marketing mix</p>	C

23	Rural market is a large and _____ market A. Attractive B. Neat C. Limited D. Scattered	C
24	_____ 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 A. Agricultural Marketing B. Rural marketing C. Urban marketing D. Semi-urban marketing	B
25	Which one of the following is NOT a challenge in rural marketing? A. Distribution B. Communication C. Buying motive D. Limited knowledge	C
26	HUL Project Shakti is meant for _____ A. Labourers B. Rural Youth C. Rural women D. Farmers	C
27	Project Shakti enables rural women in villages across India to nurture _____ A. Employability mindset B. Skills & Confidence C. Independence & freedom D. entrepreneurial mindset	D
28	What is the most important role of 'Haats' in villages? A. Contact point for villagers B. Means for distribution and trading of local products and exchange rural surplus C. An opportunity for buying daily necessities D. A place for political, social & cultural contact	B
29	The HUL associates who impart coaching to to the women entrepreneurs on enhancing soft skills of negotiation and communication are known as, A. Rural sales promoters B. Rural sales executives C. Sales associates D. Field sales executives	A
30	What is CFCL? A. Chambal Forest Company Limited B. Chambal Fertilizers Company Limited C. Chambal Farmers Cooperative Limited	D

	D. Chambal Fertilizers and Chemicals Limited	
31	Chmbal's Uttam Bandhan plays a key role in, A. Guiding farmers about government schemes and subsidies B. Helping farmers to get access to crop loan and finance C. Giving assistance to farmers to get market & fair price to their agri-produce D. Protecting and renewing arable land by educating farmers to practice sustainable agriculture	D
32	Chambal's UttamBandhan is empowering farmers to cope with many problems. Which one of the following is NOT one of those? A. Nutrient deficient soils B. Interest free finance C. low water tables D. Indiscriminate use of fertilizers and pesticides	B
33	ITC e-choupal is known as A. World's largest Bazaar B. World's largest farmer network C. World's largest rural digital infrastructure D. World's largest farmer's bank	C
34	HLL Social marketing campaign was a part of its _____ A. Female foeticide control efforts B. Child Labour Prevention efforts C. Family planning efforts D. Right to education efforts	C
35	A rural marketing initiative by HDFC bank with the purpose of creating awareness of different financial products, digital service and social welfare schemes among rural people was known as. A. Ghar Ghar Bank B. Har Gaon Hamara C. Gaon Gaon Bank D. Ham Wahan Gaon Jahan	B
36	A quarterly agriculture magazine published by CFCL is A. Chambal ki Katha B. Chmbal ki Kahani C. Chmbal ki Gatha D. Chambal ki Chitthi	D
37	HLL, the lead social marketing organization is A. A private organization B. A cooperative entity C. Non-profit organization D. A government of India enterprise	D

38	<p>A popular campaign run by Hindustan Unilever Ltd. in the rural areas to develop a deep customer engagement for brand adoption was known as</p> <p>A. Khushion Ka Karvan B. Khushiyon ki Doli C. Khushion ka Sathi D. Khishion ka Safar</p>	B
39	<p>e-choupal has been conceived as a more efficient supply chain aimed at delivering value to its customers around the world _____</p> <p>A. on a sustainable basis B. with a best value deal C. with best service D. on regular basis</p>	A
40	<p>Coca-Cola's rural marketing strategy with a campaign was a big success that helped it closing the gap between coke and common refreshments rural people generally preferred like tea, lemonade etc. and also increased the company's sales in the rural market by almost 60%. What was the campaign?</p> <p>A. Opening of multiple outlets in the villages and nearby towns B. Strengthening supply chain & ensuring availability at each outlet even in the remote areas C. Promotional campaigns with personal appeals influencing rural customers D. Introduction of 'Chhota Coke' which was smaller in size and cheaper than traditional bottle of coke</p>	D
41	<p>A dedicated and interactive website in Hindi launched by CFCL for the benefit of the farming community is known as</p> <p>A. cfcl.com B. chambalkrishi.com C. chambalfarmers.com D. uttamkrishi.com</p>	D
42	<p>What was the campaign run by well known paint brand Asian paints that has been very popular in rural area?</p> <p>A. Utsav B. Umang C. Unnati D. Ulhas</p>	A
43	<p>HLL Social marketing efforts and programmes are being undertaken by</p> <p>A. Ministry of broadcasting B. Ministry of Agriculture and rural development C. Ministry of Health and Family Welfare D. Ministry of HRD and Education</p>	C
44	<p>To promote its brand 'Sanifresh' a toilet cleaner, Dabur launched a social initiative to build toilets in rural areas. The name of this initiative was _____</p> <p>A. 500 se 5 kadam B. 700 se 7 kadam</p>	B

	C. 300 se 3 kadam D. 900 se 9 kadam	
45	The intention behind rural marketing is to not only improve the living standard of rural people but also for _____ A. Benefit of farmers B. Development of villages C. Changing lifestyles of rural people D. Organization's growth	D
46	Which is the pioneering initiative of CFCL? A. Soil management B. Water management C. Labour management D. Fund management	A
47	A program introduced by Lifebuoy, with their officers visiting villages and schools in rural India to spread awareness of washing hands was famously known as A. Swasthya Sankalp B. Swasthya Chetna C. Surakshit Bhavishya D. Swasthya Suraksha	B
48	As a rural marketing effort, which two wheeler company started 'Service Har Jagah', a door to door servicing facility in India's small towns? A. Honda B. TVS C. Hero Motocorp D. Bajaj	B
49	Which programme is run by HLL through its social marketing campaign? A. NACO condom social marketing programme B. Family welfare programme C. Community building programme D. Social development programme	B
50	ITC e-choupal enhance the ability of farmers to take decisions and align their farm output with _____ and secure quality and productivity A. Their needs B. Customer needs C. Market demand D. Agricultural inputs	C
51	_____ is never simple; yet understanding it is the essential task of marketing management A. Early adoption B. Consumption pioneering C. Consumer buying behaviour D. Understanding the difference between primary and secondary data	C
	The starting point to understanding how consumers response to various marketing efforts is the _____ model of a buying behaviour	

52	<p>A. Post purchase dissonance B. Post purchase feeling C. Stimulus-response D. Belief</p>	C
53	<p>In the model of buyer behaviour, which of the following is NOT a major type of force or event in the buyer's environment? A. Cultural B. Political C. Economic D. Channels</p>	D
54	<p>Marketers are always trying to spot _____ in order to discover new products that might be wanted A. Groups B. Cultural shifts C. Dissonance D. Lifestyles</p>	B
55	<p>_____ are becoming a very attractive market; they are the ideal market for exotic travels, restaurants, high-tech home entertainment products, leisure goods & services and designer furniture & fashions A. Mature consumers B. Youngsters C. Teenagers D. Urbanites</p>	A
56	<p>_____ are society's relatively permanent and ordered divisions whose members share similar values, interests and behaviours A. Social classes B. Lifestyles C. Purchase decisions D. Subcultures</p>	A
57	<p>Family is one of the _____ factors that influence consumer behaviour A. Personal B. Psychological C. Social D. Business</p>	C
58	<p>Because business purchases are usually more complex than consumer purchases, business buyers tend to _____ A. Make quicker purchasing decisions B. Act independently C. Use a more formalized buying process D. Rely on intuition</p>	C
59	<p>Which of the following is NOT included in the decision making unit of a buying organization? A. Individuals who make the buying decision B. Individuals who control buying information</p>	C

	C. Individuals who supply the product D. Individuals who use the product or service	
60	The _____ model of buying behaviour, according to Foxall, presents a sophisticated integration of the psychological and various social and marketing influences on consumer choice, into a coherent sequence of information processing A. Sociological model B. Howard-Sheth model C. Freudian model D. Neo-Freudian model	B
61	The market maven is an intense case of _____ kind of person A. Opinion leader B. Follower C. Laggard D. Observer	A
62	Diffusion of innovation refers to the spreading of consumption of an innovation, through communication channels in a _____ A. Social system B. Cultural system C. Political system D. Technological system	A
63	If there is low involvement and the product / market is established then sales promotions should be used for, A. Loyal to increase loyalty B. Loyal to reward and increase usage C. Loyal to encourage trial D. All to block out the competition	B
64	Levels of customer loyalty can be determined by _____ A. Market survey B. Usage survey C. Attitudinal survey D. Product survey	C
65	Which one of the following is NOT factor influencing rural consumer behaviour? A. Social B. Cultural C. Psychological D. Technology	D
66	Rural consumer purchase a product as a result of certain physical, social and _____ forces creating a desire or a want for the product A. Cultural B. Family C. Economical D. Environmental	C
	Which is the main source of purchasing power for rural consumer?	

67	A. Marketable agricultural surplus B. Market conditions C. Weather conditions D. Fair prices for Agri-produce	A
68	The purchase preference of rural consumers is shifting from nutritional consumption to _____ A. Fast food products B. Lifestyle products C. Demonstrative products D. Wellness products	C
69	Which one of the following is the characteristic of rural consumers about brand loyalty? A. They can easily become brand loyal B. They take a long time to decide on a particular brand, but once satisfied they don't change in a hurry C. They tend to keep on changing the brands more frequently D. They are very rigid in terms of accepting any brand and may also shift to another brand in a hurry	B
70	In rural market, Primary health workers, doctors, teachers, rural students, Panchayat members act as _____ A. Primary sources B. Information centers C. Reference groups D. Influencers	C
71	_____ in villages should be identified and motivated to spread a product or brand message A. Opinion leaders B. Reference groups C. Influencers D. Media persons	B
72	Which information source in Information search stage of rural consumer buying process plays the most important role? A. Commercial source like promotional material B. Experiential source like handling or using the product C. Public source like mass media D. Personal sources like family, friends, relatives, neighbors	D
73	Rural consumer behaviour largely differs from urban consumer behaviour with respect to their _____ A. Buying power B. Illiteracy and lack of awareness C. Strong cultural values and norms D. Choice of products	C
	Rural marketing involves a greater amount of _____ effort as compared to urban marketing	

74	A. Advertising B. Promotional C. Marketing D. Personal selling	D
75	Rural consumers are characterized by their collective buying or decision making behaviour guided by their _____ A. Fear B. Apprehension C. Perceived risk D. Lack of knowledge	C
76	Project Shakti was conceived by A. HCL B. HAL C. HPL D. HUL	D
77	Project Shakti was started in which year? A. 1999 B. 2000 C. 2001 D. 2002	C
78	One of the major objective of Project Shakti was A. providing income generating opportunities to rural empowerment B. protecting rights of rural labour ensuring work and minimum wage C. protecting women from domestic violence & sexual harassment D. helping farmers to distribute and sell their produce	A
79	Uttam Bandhan initiative was taken by A. CFDL B. CFCL C. CFL D. CCFL	B
80	Uttam Bandhan is a trend setting initiative for A. rural irrigation B. rural family welfare C. agriculture & community welfare D. education of children from rural area	C
81	Which of the following is NOT one of the activities under Uttam Bandhan initiative? A. Employability through SHG B. Soil & Water Analysis C. Animal Care Camp D. Krishi Clinics	A
82	e-Choupal was launched by ITC in A. 2001 B. 2002	C

	C. 2000 D. 2003	
83	The most important benefit of e-Choupal to the farmers is A. assistance from cultivation to harvesting B. free availability of seeds & fertilizers C. easy access to rural credit & finance schemes D. improved farm productivity & better prices for produce	D
84	HLL's Social Marketing efforts are mainly directed towards A. Child care B. Family planning C. Female foeticide D. women empowerment	B
85	_____ media have a greater effect in the context of rural marketing A. personal B. impersonal C. direct D. indirect	A
86	_____ developments in agriculture would result in overall rural development A. cultural B. technological C. social D. structural	B
87	Which is the most important tool for developing the rural market? (i) infrastructure (ii) transportation (iii) communication A. (i) & (ii) B. (ii) & (iii) C. (i), (ii) & (iii) D. (i) & (iii)	C
88	The Taxonomy of rural market has following classes EXCEPT A. Consumer B. Rural C. Industrial D. Services	B
89	The most significance difference between rural & urban market is that rural market is A. very complex B. very unpredictable C. difficult to tap optimal potential with urban mindset D. difficult to tap due to information gap	C
90	The innovations in rural markets should be based on the 4 A's. Which of the following is NOT one of those 4 A's? A. Acceptability B. Availability	D

	C. Affordability D. Adjustability	
91	The marketing of the products of the rural areas is known as A. Rural marketing B. Industrial marketing C. Agricultural marketing D. Services marketing	C
92	The selling of manufactured or processed inputs or services to rural producers or consumers is A. Services marketing B. Rural marketing C. Industrial marketing D. Agricultural marketing	B
93	_____ strategy involves continuous market research of rural buyer needs & problems at various levels to undertake continuous improvements & innovations for a sustainable market performance A. Management of demand B. Management of supply C. Study of consumer behaviour D. customer need identification	A
94	A marketing strategy of selling several related items to the target customers including arrangement of credit, after-sales-service etc. is known as A. Management of demand B. CRM C. Bundling of inputs D. Service orientation	C
95	Which of the following is NOT one of the characteristics of rural market segmentation? A. Actionable B. Heterogeneous C. Substantial D. Differentiable	B
96	Which of the following is NOT one of the bases used for rural market segmentation? A. Psychographic B. Demographic C. Geographic D. Living Standards	D
97	Which of the following approaches is mostly used to identify rural market segments? (i) people-oriented approach (ii) product oriented approach (iii) price oriented approach A. (i), (ii) & (iii) B. (i) & (iii) C. (i) & (ii)	C

	D. Only (iii)	
98	Following are the dominant demographic variables considered while doing rural market segmentation EXCEPT A. Family structure B. Landownership C. Age & Lifecycle D. Gender	D
99	Which of the following is NOT one of the psychographic factors considered for rural market segmentation? A. Religion & Caste B. Personality traits C. lifestyle & value system D. culture	A
100	Behavioural segmentation in the context of rural market involves following parameters EXCEPT: A. Price of purchase B. Usage rate C. Occasions D. Social class	D

