TELANGANA UNIVERSITY

S.S.R. DEGREE COLLEGE, NIZAMABAD (C.C:5029)

VI SEMESTER INTERNAL ASSESSMENT I EXAMINATIONS RURAL MARKETING QUESTION BANK

I. Multiple choice questions.1. Rural marketing environment can be	analyzed usi	inσ		[a]
a. STEP model	arraryzea as	b. Consumer behavio	or model	
c. Micro economic model		d. Macro economic model		
c. Where continue model		a. Macro economic i	nouci	
2. The occupations of urban people incl	ude			[d]
a. Manufacturing b. Trade and c			d. All the above	Įωj
a. Manaractaring 5. Trade and c	Jonnieree	c. 1 101c331011d13	a. All the above	
3. The Government should modernized	the	as ner changing needs	of a rural consumers	[c]
a. Credit system b. Insurance s				[0]
b. insurance s	ystem	c. both a & a	d. None	
4 was introduced to overcom	ne the proble	em of homelessness		[a]
	=	PMGY c. PMRY	d. Both a & d	[a]
a. Bildiat Niiillali Plograillille	U. P	TVIGT C. PIVINT	u. Butii a & u	
C is a solvene introduced by th	a prima mi	aistar Atal Bibari Vainav	••	[6]
5 is a scheme introduced by the				[a]
a. Pradhana Mantri Grmodaya Yojana		_		
c. Indira Awas Yojana	d. P	rime Minister Rojgar Yoj	ana	
6. National watershed Development pro	ogram was ir	· —		[a]
a. 1992 b. 1991		c. 1993	d. 1996	
7. The ministry of rural development co				[c]
a. Rural development b. Land resour	rces	c. Both a & b	d. Rural infrastructu	re
8 programme aims at providin	a connectiv	oly to all the rural needs	who are not connect	tod.
o programme aims at providing	ig connectiv	ely to all the rulal people	will are flot confiect	
a DMCCV b CCCV		o CCDV	d Dath b O a	[a]
a. PMGSY b. SGSY		c. SGRY	d. Both b & c	
O anning mant involves do	سا عمد مسماد،	itiationa and administrat	مانه ما در ا	الما
9 environment involves dev				[d]
a. Social b. Technologi	cai	c. Economic d. Political		
				F 13
10 are involved in watershed				[d]
a. Self Help Groups (SHGs) b. NGC	Os	c. Gram Panchayat	d. All the above	
11. The evolution of rural marketing has phases				
a. 4 b. 5		c. 6	d. 3	
12. Rural marketing is planning and imp	lementing n	narketing activities in		[b]
a. Urban areas b. Rura	al areas	c. Semi Urban areas	d. Both a & b)
13. The nature of rural markets include		_		[d]
a. Heterogenous market	b. lı	nfrastructural facilities		
c. Income from agriculture	d. A	III the above		
•				
14 are the models of rural management	arketing.			[d]
a. Trickle-down model b. Differentiated and undifferentiated model				
c. Bottom-of-the pyramid model d. All the above				
		-		

15. In marketing,	segmentation is d	one based o	n demographic and	d geographic factors.	[a]
a. Rural	b. Urban	c. Botl	ha&b	d. Semi-rural	
16. The consumer or en	d-uder of the proc	lucts in rural	market is termed a	as	[b]
a. Marketer	b. Rural consum		c. Mediator	d. Retailer	[~]
17. Reference group inc	ludes				[d]
a. Local vendors	b. Primary healt	h workers	c. Bank managers	d. All the above	
18. Promotion of	is not expensiv	e within a st	ate than in urban a	areas	[c]
a. Consumer non-durab	les b. Capita	l goods	c. Consumer dura	bles d. Both a &	С
19. The in rura	l areas is depende	nt on the va	riables like electrici	ty literacy, availability o	
Etc	b. Reach of med	lia	s Ossunation	d. Literacy levels	[b]
a. Buying habits	D. Reach of fried	IId	c. Occupation	u. Literacy levels	
20. In India, the public p	olicy for	has been foo	cused on institution	nalization as a means of	offering
cheaper credit to farme					[c]
·					
II. Fill in the blanks					
1. The study of rural eco	onomies is known a	as <u>rural econ</u>	<u>iomy</u>		
2. Policy intervention is	the act of governm	nent plan, ad	ction or programme	e which are undertaken	to
improve the quality o					
3. Employment Assuran	ce scheme was int	roduced on	2 nd October, 1993		
4. Rural Infrastructure D	evelopment Fund	was develop	ped by the governn	nent to provide finance	to rural
infrastructure project					
5. MFDF stands for Micr					
6. The development and	l welfare activities	in rural area	as are undertaken b	by the Ministry of Rural	
<u>Development.</u>					
7. <u>Swarnajayanti Gram</u>	<u>Swarozgar Yojana</u>	(SGSY) is a s	elf-employment pr	ogramme arrived for he	lpi8ng
rural poor.			C		
8. <u>DakNet</u> is an adhoc no	•	•			
9. <u>n-Logue</u> is an Indian of	ompany that conn	iects several	villages which hav	e computer and a phone	with
centralized nodes.	Cala : !			ما داد؛ دار د د د دال د ا در در د	
10. Employment Assura		- · · · · · · · · · · · · · · · · · · ·	any that connects s	severai viilages which na	ve
computer and a phone			drating activities in	rural areas	
11. Rural marketing is placed in rural areas, the number of the second in the second i	= :	_	_		aroac
13. In <u>differentiated</u> mo		_			
markets and make use of		sign umeren	t marketing progra	inines specifically for ru	ıaı
14. <u>Urban marketing</u> is p	_	menting ma	arketing activities fo	or urban neonle who are	located
in big towns or cities.	= -	incitting inc	irketing activities it	or diban people who are	located
15. The consumers in ru		ore	than compared t	to consumers in urhan n	narket
16. <u>Rural consumers</u> are				to sometimers in urbuil ii	.ar net.
17. Agriculture is the pri		='			
18. <u>Value of money</u> refe				rice.	
19. Rural markets are th		_	-		
20. Fast moving consum					
Ü	,		•		
III. Chant Anarriana					

- III. Short Answers.
- 1. What is Rural Economy?
- 2. What is Policy intervention?
- 3. What is Rural Development?

- 4. What is National watershed Development program?
- 5. What is Indira Awaas Yojana (IAY) program?
- 6. Define Rural market?
- 7. What is Urban Marketing?
- 8. Who are Rural Consumers?
- 9. List out different models f rural marketing.
- 10. What is consumer decision making?