

15. In _____ marketing, segmentation is done based on demographic and geographic factors. [a]
 a. Rural b. Urban c. Both a & b d. Semi-rural
16. The consumer or end-user of the products in rural market is termed as _____ [b]
 a. Marketer b. Rural consumers c. Mediator d. Retailer
17. Reference group includes _____ [d]
 a. Local vendors b. Primary health workers c. Bank managers d. All the above
18. Promotion of _____ is not expensive within a state than in urban areas [c]
 a. Consumer non-durables b. Capital goods c. Consumer durables d. Both a & c
19. The _____ in rural areas is dependent on the variables like electricity literacy, availability of durables Etc [b]
 a. Buying habits b. Reach of media c. Occupation d. Literacy levels
20. In India, the public policy for _____ has been focused on institutionalization as a means of offering cheaper credit to farmers. [c]

II. Fill in the blanks

- The study of rural economies is known as rural economy
- Policy intervention is the act of government plan, action or programme which are undertaken to improve the quality of rural people.
- Employment Assurance scheme was introduced on 2nd October, 1993
- Rural Infrastructure Development Fund was developed by the government to provide finance to rural infrastructure projects.
- MFDF stands for Micro Finance Development Fund
- The development and welfare activities in rural areas are undertaken by the Ministry of Rural Development.
- Swarnajayanti Gram Swarozgar Yojana (SGSY) is a self-employment programme arrived for helping rural poor.
- DakNet is an adhoc network developed by researches of MIT Media Lab.
- n-Logue is an Indian company that connects several villages which have computer and a phone with centralized nodes.
- Employment Assurance Scheme is an Indian company that connects several villages which have computer and a phone with centralized nodes.
- Rural marketing is planning and implementing marketing activities in rural areas.
- In rural areas, the numbers of member earning in a family are less when compared to Urban areas.
- In differentiated model, marketers design different marketing programmes specifically for rural markets and make use of cause branding.
- Urban marketing is planning and implementing marketing activities for urban people who are located in big towns or cities.
- The consumers in rural markets are more _____ than, compared to consumers in urban market.
- Rural consumers are the end users of the product in rural market.
- Agriculture is the primary occupation of rural consumers.
- Value of money refers to the quality of goods offered at reasonable price.
- Rural markets are the markets that are spread in the villages across India.
- Fast moving consumer Goods (FMCGs) market in India increased upto 23.6 US dollars.

III. Short Answers.

- What is Rural Economy?
- What is Policy intervention?
- 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?