



BBA  
6<sup>TH</sup> SEMESTER  
RURAL MARKETING  
BBA-29B

[ PART-A : Objective ]

Choose the correct answer from the following:

1X20=20

1. Category of rural marketing consists of
  - a. 4 types
  - b. 3 types
  - c. 2 types
  - d. None of the above
2. Fertilizers, pesticides and seeds are
  - a. Agricultural inputs
  - b. Durable goods
  - c. Non durable goods
  - d. None of these
3. In kutchcha house, wall and roof is made of
  - a. Mud, straw, bamboo
  - b. asbestos, cement, stone
  - c. red bricks, cement, stone
  - d. bamboo, cement, bricks
4. Nirma soap is an example of
  - a. Fast moving consumer durables(FMCG)
  - b. Consumer durable
  - c. Agri goods
  - d. Rural services
5. Rural consumers' buying behavior is influenced by
  - a. Geographical region
  - b. Community
  - c. Society
  - d. All of these
6. Process of dividing market into different groups based on one or more variable is called
  - a. Marketing
  - b. Segmentation
  - c. Targeting
  - d. None of these
7. Preference in respect of colour in rural area is a
  - a. Geographical factor
  - b. Cultural factor

- c. Seasonal factor
  - d. All of these
8. Measurable, accessible, differentiable and substantial are the guides for an effective
  - a. Segmentation
  - b. Targeting
  - c. Marketing
  - d. None of these
9. Segmentation based on occupation of consumers is termed as
  - a. Geographical segmentation
  - b. Occupational segmentation
  - c. Sociological segmentation
  - d. Service provider
10. As a guide to segment rural market, Hindustan Thompson associates Ltd. developed
  - a. Thompson rule of market index
  - b. LIN: quest
  - c. MICA Rating
  - d. None of these
11. Three aspects of targeting are
  - a. Evaluation of segments
  - b. Selection of segments
  - c. Coverage of segments
  - d. All of these
12. Lack of proper storage facilities is one of the challenges of
  - a. agricultural marketing
  - b. Retail marketing
  - c. Direct marketing
  - d. None of these
13. New product development involves
  - a. Four stages
  - b. Seven stages
  - c. 5 stages
  - d. All of these
14. The first stage of product life cycle is
  - a. Growth
  - b. Introduction
  - c. Maturity
  - d. Decline
15. Questionnaire is an instrument for collecting
  - a. Primary data
  - b. Secondary data

