

SHRI GURU NANAK DEGREE COLLEGE PREET VIHAR RUDRAPUR

M.Com DSE-4: Rural Marketing

M.com- IV Semester

SECTION A: LONG ANSWER TYPE QUESTIONS

Unit I: Conceptual Framework

1. Explain the nature and characteristics of the rural market in India.
2. Discuss the conceptual framework of rural marketing.
3. What are the major challenges and opportunities in rural markets?
4. Write a detailed note on rural marketing models and environment.
5. Discuss the importance of rural marketing in the Indian economy.
6. Explain the key factors contributing to the growth of rural markets in India.
7. Compare and contrast rural and urban markets in terms of marketing strategies.
8. How does rural marketing differ from urban marketing?
9. Describe the key environmental forces influencing rural marketing.
10. Evaluate the future prospects of rural marketing in India.

Unit II: Rural Consumer Behaviour

1. Explain the consumer behavior roles in the rural market.
2. Discuss the factors influencing rural consumers' purchase decisions.
3. Describe the characteristics of rural consumers.
4. What role do NGOs and government play in rural marketing?
5. Compare rural and urban consumer behavior.
6. Evaluate the influence of culture and tradition on rural consumer behavior.
7. How does income level impact buying behavior in rural areas?
8. Discuss the similarities and differences between rural and urban markets.
9. Explain the importance of understanding rural consumer behavior.
10. Discuss rural consumer buying behavior with examples.

Unit III: Rural Marketing Research

1. What is rural marketing research? Explain its significance.
2. Discuss the various methods of data collection in rural markets.

3. Explain the process of conducting research in rural markets.
4. Describe the challenges faced during rural market research.
5. Discuss principles of innovation in rural markets.
6. Explain data collection approaches in rural marketing.
7. How can innovation be used to improve rural marketing?
8. Describe a framework for effective rural marketing research.
9. Compare different sources of data in rural research.
10. Evaluate the role of research in developing rural marketing strategies.

Unit IV: Rural Market Segmentation

1. Explain the concept of rural market segmentation.
2. Discuss the tools used for rural market segmentation.
3. Describe the process of targeting and positioning in rural markets.
4. Compare segmentation in rural and urban markets.
5. What are the conditions for effective rural market segmentation?
6. Describe various approaches to segment rural markets.
7. How are promotion strategies planned for rural markets?
8. Discuss distribution strategies used in rural markets.
9. How can one identify potential rural segments?
10. Evaluate the role of technology in segmenting rural markets.

Unit V: Marketing of Agricultural Produce

1. Discuss the marketing of agricultural produce and inputs.
2. Explain the role of cooperative marketing in rural India.
3. Describe the significance of corporate sector in agri-business.
4. Discuss regulated markets and their impact on rural marketing.
5. How are rural markets used for FMCGs and durables?
6. What are the marketing challenges for financial services in rural areas?
7. Explain the concept of rural retailing in India.
8. Analyze the marketing mix for agricultural products.
9. Describe the role of processing societies in rural India.
10. Evaluate strategies for marketing durables in rural areas.

SECTION B: SHORT ANSWER TYPE QUESTIONS

Unit I

1. Define rural marketing.
2. Mention any three characteristics of the rural market.
3. What is rural marketing environment?
4. List any two challenges in rural marketing.

5. Define conceptual framework.
6. What do you mean by rural marketing model?
7. Mention any two opportunities in rural marketing.
8. What is the scope of rural marketing?
9. Define Indian rural market.
10. How is rural market different from urban market?

Unit II

1. Who is a rural consumer?
2. Mention any two characteristics of rural consumers.
3. Define consumer behavior.
4. Write any two factors influencing rural buying behavior.
5. What is the role of NGOs in rural marketing?
6. Mention one key difference between rural and urban consumers.
7. What are consumer behavior roles?
8. Define consumer preferences.
9. What is rural brand loyalty?
10. List any two government initiatives for rural marketing.

Unit III

1. What is rural marketing research?
2. Name two methods of rural data collection.
3. Define innovation in rural markets.
4. Mention one challenge in rural market research.
5. Write two features of rural data collection approaches.
6. What is the role of secondary data in rural research?
7. Define qualitative rural research.
8. Give an example of innovation in rural marketing.
9. Mention any two steps in rural research process.
10. What are the sources of rural market data?

Unit IV

1. Define rural market segmentation.
2. What is market targeting?
3. Mention two tools for segmentation.
4. Define positioning.
5. Write two conditions for effective segmentation.
6. Mention any two segmentation approaches.
7. What is the role of promotion in rural markets?
8. Define rural distribution.
9. What is demographic segmentation?
10. List any two promotional tools for rural marketing.

Unit V

1. What is agricultural marketing?
 2. Define cooperative marketing.
 3. Mention two features of regulated markets.
 4. What are agri-inputs?
 5. Write one role of processing societies.
 6. What is rural retailing?
 7. Mention two FMCGs commonly sold in rural markets.
 8. Define financial services in rural context.
 9. What is agri-business?
 10. Name any two corporates involved in rural marketing.
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SECTION C: MULTIPLE CHOICE QUESTIONS (MCQs)

Unit I

1. Rural marketing primarily deals with:
 - a) Urban customers
 - b) Foreign markets
 - c) Rural consumers
 - d) Industrial buyers**Ans: c)**
2. One of the major challenges in rural marketing is:
 - a) Digital penetration
 - b) Low literacy rate
 - c) High per capita income
 - d) Developed infrastructure**Ans: b)**
3. Rural markets in India are:
 - a) Small and shrinking
 - b) Growing and dynamic
 - c) Static and limited
 - d) None of these**Ans: b)**
4. Rural marketing environment includes:
 - a) Political, social, economic factors
 - b) Only economic factors
 - c) Only social aspects

- d) Only natural factors

Ans: a)

5. Rural marketing models are used to:

- a) Complicate marketing process
- b) Guide strategy formulation
- c) Avoid rural areas
- d) None

Ans: b)

6. The conceptual framework helps in:

- a) Data collection
- b) Strategy planning
- c) Random decision-making
- d) Brand promotion

Ans: b)

7. Indian rural market comprises nearly:

- a) 10% of population
- b) 25%
- c) 50%
- d) 65-70%

Ans: d)

8. Key opportunity in rural marketing:

- a) Poor infrastructure
- b) Seasonal income
- c) Rising purchasing power
- d) Illiteracy

Ans: c)

9. Challenges of rural marketing include:

- a) Poor roads
- b) Cultural diversity
- c) Scattered population
- d) All of the above

Ans: d)

10. A rural market is characterized by:

- a) Limited competition
- b) Wide competition
- c) High urbanization
- d) Industrial demand

Ans: a)

Great! Here are the **remaining MCQs** for **Section C: Unit II to Unit V** to complete the question bank for **M.Com DSE-4 Rural Marketing**:

Unit II: Rural Consumer Behaviour

1. Rural consumers are mostly influenced by:

- a) Brand image
- b) Price and value
- c) Luxury appeal
- d) Online reviews

Ans: b)

2. A key feature of rural consumer behavior is:

- a) Impulse buying
- b) Group buying influence
- c) Premium preference
- d) Frequent product switching

Ans: b)

3. The buying decisions in rural areas are often taken by:

- a) Children
- b) Women
- c) Elders in the family
- d) Retailers

Ans: c)

4. Rural consumers are highly influenced by:

- a) Social media
- b) Government ads
- c) Opinion leaders
- d) Billboard ads

Ans: c)

5. One of the major factors affecting rural consumption is:

- a) Regular cash flow
- b) Seasonal income
- c) Fixed monthly salary

- d) Freebies

Ans: b)

6. Consumer behavior in rural areas is mainly:

- a) Brand conscious
- b) Rational and need-based
- c) Trend-driven
- d) Influenced by discounts

Ans: b)

7. The term “rural consumer” generally refers to:

- a) Farmers only
- b) Urban residents who visit rural areas
- c) Consumers residing in villages and small towns
- d) Industrial buyers

Ans: c)

8. The role of NGOs in rural marketing includes:

- a) Acting as competitors
- b) Creating awareness and training
- c) Offering luxury goods
- d) Limiting access to services

Ans: b)

9. Which of the following is a similarity in urban and rural consumer behavior?

- a) Price sensitivity
- b) Impulse buying
- c) Peer pressure
- d) None

Ans: a)

10. What does "consumer behavior roles" refer to?

- a) Acting in advertisements
- b) Role-playing in market surveys
- c) Buying, using, and disposing behaviors
- d) None of the above

Ans: c)

1. The first step in rural market research is:

- a) Data analysis
- b) Problem identification
- c) Advertising
- d) Product design

Ans: b)

2. A key challenge in rural data collection is:

- a) Language barrier
- b) Urban crowd
- c) Online research tools
- d) High literacy

Ans: a)

3. Secondary data refers to:

- a) Freshly collected data
- b) Historical data from other sources
- c) Data from field work
- d) Confidential data

Ans: b)

4. Innovation in rural marketing means:

- a) Traditional methods
- b) New approaches for rural reach
- c) Increasing costs
- d) Decreasing product quality

Ans: b)

5. A method of data collection in rural areas is:

- a) Mail survey
- b) Online survey
- c) Group discussions
- d) Call center survey

Ans: c)

6. Rural marketing research helps in:

- a) Making ads
- b) Creating store displays
- c) Understanding consumer needs

- d) Designing machinery

Ans: c)

7. Primary data in rural research means:

- a) Newspaper data
- b) Government report
- c) Data collected first-hand
- d) Data copied from internet

Ans: c)

8. Which one is an approach for rural data collection?

- a) Email surveys
- b) Personal interviews
- c) Fax survey
- d) Mobile app survey

Ans: b)

9. Research in rural markets is different because:

- a) Of educated consumers
- b) Poor transport and infrastructure
- c) High urbanization
- d) Low competition

Ans: b)

10. One source of secondary data in rural marketing is:

- a) Retailers
- b) Government census
- c) Farmers' experience
- d) Observations

Ans: b)

Unit IV: Rural Market Segmentation

1. Rural segmentation means dividing market based on:

- a) Geography, income, occupation
- b) Urban demand
- c) Product type

- d) None

Ans: a)

2. Positioning refers to:

- a) Place of advertisement
- b) Targeting products to consumer mindset
- c) Store location
- d) None

Ans: b)

3. Effective segmentation requires:

- a) Uniform market
- b) Identifiable and measurable segments
- c) Ignoring consumer needs
- d) Only promotions

Ans: b)

4. A popular segmentation tool is:

- a) Tractor
- b) 4Ps
- c) Geographic segmentation
- d) Billboard

Ans: c)

5. Targeting rural markets involves:

- a) Distributing free samples only
- b) Selecting profitable segments
- c) Ignoring price
- d) High-end branding

Ans: b)

6. Promotion strategy in rural areas focuses on:

- a) Print media only
- b) Local fairs and community events
- c) Online sales
- d) Brand ambassadors

Ans: b)

7. Distribution in rural markets is mainly:

- a) Through supermarkets

- b) Via village-level retail shops
- c) Through e-commerce
- d) All the above

Ans: b)

8. Urban vs rural segmentation mainly differs in:

- a) Culture and needs
- b) Gender ratio
- c) Brand logos
- d) None

Ans: a)

9. Rural promotion tools include:

- a) WhatsApp ads
- b) Roadshows and wall paintings
- c) Cinema ads only
- d) YouTube campaigns

Ans: b)

10. Conditions for segmentation include:

- a) Small population
- b) Identifiable and accessible segments
- c) Similar taste
- d) Random selection

Ans: b)

Unit V: Marketing of Agricultural Produce & Rural Products

1. Cooperative marketing involves:

- a) Private businesses only
- b) Farmers pooling resources
- c) Retailers
- d) Middlemen only

Ans: b)

2. Regulated markets ensure:

- a) Price volatility
- b) Fair price for farmers

- c) Black marketing
- d) None

Ans: b)

3. Agri-inputs include:

- a) Fertilizers and seeds
- b) Machinery parts
- c) FMCG goods
- d) Transport

Ans: a)

4. Corporate sector in agri-business contributes in:

- a) Ignoring rural needs
- b) Cultivation, processing, and retailing
- c) Reducing productivity
- d) None

Ans: b)

5. Processing societies help in:

- a) Price exploitation
- b) Adding value to products
- c) Reducing quality
- d) Duplicating goods

Ans: b)

6. Durables in rural marketing refer to:

- a) Fast food
- b) Motorcycles, refrigerators, etc.
- c) Clothes
- d) None

Ans: b)

7. Financial services in rural areas include:

- a) Insurance, credit, microfinance
- b) Malls
- c) Luxury products
- d) OTT subscriptions

Ans: a)

8. FMCGs mean:

- a) Durable goods
- b) Fast Moving Consumer Goods
- c) Financial management
- d) Farming Machines

Ans: b)

9. A major challenge in agricultural marketing is:

- a) High prices
- b) Middlemen exploitation
- c) Organized retail
- d) Farmer unions

Ans: b)

10. Rural marketing of services is tough due to:

- a) High digital literacy
- b) Lack of awareness
- c) Urban crowd
- d) Freebies

Ans: b)
