

SHRI GURU NANAK DEGREE COLLEGE PREET VIHAR RUDRAPUR

B.Com. (Hons.) Semester VI

BCH 606 – Rural Marketing

Section A: Long Answer Type Questions

Unit I: Introduction to Rural Markets

1. Define rural marketing. Explain the nature and scope of rural markets in India.
2. Discuss the demographic and economic characteristics of Indian rural markets.
3. Describe the structure of rural markets with relevant examples.
4. Explain the physical and economic environments influencing rural marketing.
5. Highlight the importance of understanding rural demand in marketing.
6. Discuss the characteristics of rural consumers and how they influence buying behavior.
7. Explain the evolution and growth of rural marketing in India.
8. Compare rural and urban market structures.
9. Discuss the challenges and opportunities in Indian rural markets.
10. Analyze the size and scope of rural markets with data and trends.

Unit II: Understanding the Rural Consumer

1. Explain the profile of rural communities in India.
2. Discuss segmentation strategies for rural markets with examples.
3. Explain the importance of targeting and positioning in rural markets.
4. Describe the social and cultural dimensions of rural consumers.
5. Discuss the role of language, traditions, and festivals in rural consumer behavior.
6. Examine rural infrastructure and its impact on marketing strategies.
7. Explain the decision-making process of rural consumers.
8. Discuss the importance of understanding community dynamics in rural marketing.
9. How do marketers adapt their products for rural customers?
10. Analyze the use of psychographics in segmenting rural markets.

Unit III: Rural Consumer Behavior

1. Discuss the rural consumer decision-making process in detail.
2. Explain the characteristics of rural buyers.
3. Describe the cultural, social, technological, and political factors influencing rural buying behavior.
4. Analyze the economic influences on rural consumer behavior.
5. Examine the role of family and reference groups in rural buying decisions.
6. Discuss the importance of consumer awareness and education in rural markets.
7. Explain rural female empowerment and its impact on consumer behavior.
8. How do seasonal income patterns affect rural buying behavior?
9. Discuss consumer loyalty and brand trust in rural areas.
10. Evaluate the role of influencers in rural purchase decisions.

Unit IV: Marketing Mix in Rural Markets

1. Explain the components of the rural marketing mix with examples.
2. Discuss product strategies for rural markets.
3. Analyze pricing strategies suitable for rural consumers.
4. Explain the role of advertising in rural marketing.
5. Discuss different promotional tools used in rural areas.
6. Describe the importance of packaging and branding in rural markets.
7. How does the product life cycle work in rural contexts?
8. Discuss the challenges in promoting products in rural markets.
9. Explain distribution strategies used in rural India.
10. Evaluate rural sales promotion campaigns and their effectiveness.

Unit V: Role of Institutions and Emerging Trends

1. Discuss the role of co-operatives in rural marketing.
2. Explain the contribution of government initiatives to rural development.
3. Discuss the role of NGOs in promoting rural marketing.
4. Analyze the structure and function of regulated markets in India.
5. Explain the public distribution system and its challenges.
6. Describe the concept and benefits of micro-financing.
7. Discuss mobility issues and solutions in emerging rural markets.
8. How is rural tourism contributing to the rural economy?
9. Explain the integration of ICT in rural marketing.
10. Evaluate the impact of digitalization on rural markets.

Section B: Short Answer Type Questions

Unit I

1. Define rural marketing.
2. What is rural demand?
3. Mention any two characteristics of rural markets.
4. What is meant by demographic environment?
5. Explain the scope of rural marketing.
6. What are buying characteristics?
7. Name any two types of rural market structures.
8. State the physical constraints of rural marketing.
9. What is economic environment?
10. List two key features of Indian rural markets.

Unit II

1. Who is a rural consumer?
2. What is segmentation?
3. What is targeting in marketing?
4. Explain positioning in rural marketing.
5. Mention two features of Indian rural communities.
6. How are rural markets profiled?
7. Define geographic segmentation.
8. Mention two benefits of targeting rural markets.
9. What is meant by consumer profiling?
10. List two factors for market segmentation.

Unit III

1. Define consumer behavior.
2. Who is a rural buyer?
3. What is a buying decision process?
4. Mention any two cultural factors influencing rural buyers.
5. Name any two social influences on rural buying.
6. What is technological influence in consumer behavior?
7. Define political influence.
8. What is rural female empowerment?
9. Mention two economic factors influencing rural buying.
10. What is meant by consumer decision-making?

Unit IV

1. Define marketing mix.
2. What is rural product strategy?
3. Mention any two pricing methods used in rural markets.
4. What is sales promotion?
5. What are the elements of promotion?

6. Define advertising in rural context.
7. Name two sales promotion techniques.
8. What is rural branding?
9. Define rural packaging.
10. Mention two features of product distribution in villages.

Unit V

1. What is a co-operative society?
 2. Name any two government initiatives for rural markets.
 3. What are NGOs?
 4. What is a regulated market?
 5. Define public distribution system.
 6. What is micro-financing?
 7. Mention two challenges in rural mobility.
 8. Define rural tourism.
 9. What is ICT?
 10. Name two emerging trends in rural markets.
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Section C: Multiple Choice Questions (MCQs)

Unit I

1. Rural marketing refers to the marketing of products:
 - a) In urban areas
 - b) By rural producers
 - c) To rural consumers
 - d) Only food items→ **c**
2. Which of the following is a characteristic of rural markets?
 - a) High population density
 - b) Homogeneous culture
 - c) Seasonal demand
 - d) Constant income→ **c**
3. Rural demand depends on:
 - a) Industrial output
 - b) Agricultural income
 - c) Imports

- d) Urban sales

→ **b**

4. The rural market structure includes:

- a) Transport
- b) Population
- c) Demographic and economic environment
- d) None

→ **c**

5. Which environment affects rural market the most?

- a) Political
- b) Physical and economic
- c) Technological
- d) Legal

→ **b**

6. Buying behavior in rural markets is:

- a) Impulsive
- b) Brand-driven
- c) Value-driven
- d) Status-oriented

→ **c**

7. The size of the rural market in India is:

- a) Decreasing
- b) Static
- c) Expanding
- d) Negligible

→ **c**

8. Rural marketing is important because:

- a) Cities are saturated
- b) Rural areas have large untapped potential
- c) It's easy
- d) None

→ **b**

9. Rural consumers are influenced by:

- a) Online ads
- b) Celebrities
- c) Word of mouth
- d) Global media

→ **c**

10. The scope of rural marketing includes:

- a) Only selling
 - b) Only producing
 - c) All marketing activities
 - d) Only distribution
- **c**

Unit II: Understanding the Rural Consumer

1. Rural segmentation helps in:

- a) Ignoring consumer needs
 - b) Mass marketing
 - c) Identifying target markets
 - d) Avoiding market research
- **c**

2. The rural community in India is largely dependent on:

- a) Mining
 - b) IT services
 - c) Agriculture
 - d) Manufacturing
- **c**

3. Which factor is important for positioning in rural markets?

- a) Celebrity endorsement
 - b) Product price
 - c) Consumer perception
 - d) Fashion trends
- **c**

4. What is the first step in market segmentation?

- a) Targeting
 - b) Positioning
 - c) Identifying segmentation variables
 - d) Advertising
- **c**

5. Rural consumers are generally:

- a) Highly brand-conscious

- b) Price-sensitive
- c) Risk-takers
- d) Trendsetters

→ **b**

6. Rural markets are primarily:

- a) Urban-based
- b) Institutionally driven
- c) Agricultural and community-driven
- d) Corporate-dependent

→ **c**

7. Targeting in rural marketing involves:

- a) Ignoring consumer needs
- b) Creating barriers
- c) Selecting one or more segments to enter
- d) Cutting costs

→ **c**

8. Positioning means:

- a) Placing products in urban malls
- b) Finding a place to store goods
- c) Creating a unique image of the product in consumers' minds
- d) Increasing product weight

→ **c**

9. Rural market segmentation can be based on:

- a) Birthplace
- b) Eye color
- c) Geographic and behavioral factors
- d) Passport status

→ **c**

10. Segmenting rural markets helps marketers:

- a) Save taxes
- b) Reduce quality
- c) Serve customer needs better
- d) Increase complexity

→ **c**

Unit III: Rural Consumer Behavior

1. The buying process begins with:

- a) Purchase
- b) Evaluation
- c) Need recognition
- d) Post-purchase behavior

→ **c**

2. Which factor affects rural consumer behavior?

- a) Urban infrastructure
- b) Cultural traditions
- c) Fashion magazines
- d) None of the above

→ **b**

3. Family in rural areas plays a key role in:

- a) Online shopping
- b) Mobile usage
- c) Purchase decisions
- d) Government policies

→ **c**

4. Which is a social factor influencing rural buyers?

- a) Festivals
- b) Weather
- c) Soil quality
- d) Literacy rate

→ **a**

5. Technological factors affecting rural buyers include:

- a) Mobile penetration
- b) Road conditions
- c) Caste system
- d) Fertility rate

→ **a**

6. Empowered rural women tend to:

- a) Spend more on themselves
- b) Influence buying decisions
- c) Avoid branded goods
- d) Migrate to cities

→ **b**

7. A major political factor influencing rural buying:

- a) Political advertisements
- b) Government subsidies
- c) Foreign policy
- d) Social media trends

→ **b**

8. Which of the following is an economic factor?

- a) TV programs
- b) Wages and seasonal income
- c) Product packaging
- d) Celebrity endorsement

→ **b**

9. Word-of-mouth in rural markets is:

- a) Ineffective
- b) Highly trusted
- c) Rarely used
- d) Paid media

→ **b**

10. Rural buyers generally trust:

- a) Online influencers
- b) Local opinion leaders
- c) Political leaders only
- d) Random advertisements

→ **b**

Unit IV: Marketing Mix in Rural Markets

1. The 4 Ps of marketing include:

- a) Product, Price, Place, Promotion
- b) People, Process, Program, Payment
- c) Planning, Purchasing, Positioning, Profiling
- d) Promotion, Profit, Practice, Packaging

→ **a**

2. In rural markets, the product must be:

- a) High-end
- b) Luxurious
- c) Durable and simple

- d) Complex and technical
- **c**

3. Pricing in rural markets must be:

- a) Premium
 - b) Affordable
 - c) High-margin
 - d) Fixed globally
- **b**

4. Advertising in rural areas uses:

- a) Facebook reels
 - b) Local melas and haats
 - c) Luxury magazines
 - d) Online billboards
- **b**

5. Sales promotion is done through:

- a) Scratch cards, gifts
 - b) IPOs
 - c) Wall street investments
 - d) None
- **a**

6. Place in rural marketing refers to:

- a) Store interiors
 - b) Distribution channels
 - c) Factory location
 - d) City centers
- **b**

7. Which is a challenge in rural distribution?

- a) No labor
 - b) Lack of packaging
 - c) Poor road connectivity
 - d) Currency exchange
- **c**

8. Product packaging for rural markets should be:

- a) Luxurious
 - b) Attractive and informative
 - c) Transparent only
 - d) Expensive
- **b**

9. A popular rural promotional strategy:

- a) Billboard in airports
- b) Roadshows and puppet shows
- c) Email marketing
- d) Online influencers

→ **b**

10. The best place for product launches in rural areas:

- a) Shopping malls
- b) Local festivals
- c) Airports
- d) Metro stations

→ **b**

Unit V: Institutions and Emerging Trends

1. Co-operatives help in:

- a) Hoarding goods
- b) Supporting rural producers
- c) Tax evasion
- d) Marketing luxury goods

→ **b**

2. Micro-financing is targeted at:

- a) Government officials
- b) Large corporations
- c) Low-income rural individuals
- d) Only students

→ **c**

3. Which of these is a government initiative?

- a) WhatsApp Business
- b) PMGSY
- c) PayPal
- d) Myntra

→ **b**

4. Regulated markets aim to:

- a) Support monopolies
- b) Ensure fair pricing

- c) Avoid marketing
- d) Increase middlemen
- **b**

5. NGOs support rural marketing by:

- a) Ignoring rural people
- b) Promoting social causes and awareness
- c) Selling luxury products
- d) Investing in IT stocks
- **b**

6. Public distribution systems provide:

- a) Jewelry
- b) Food grains at subsidized prices
- c) Luxury goods
- d) Office furniture
- **b**

7. A challenge in rural mobility:

- a) High-speed trains
- b) Lack of road infrastructure
- c) Flight delays
- d) Parking issues
- **b**

8. Rural tourism helps in:

- a) Increasing pollution
- b) Destroying culture
- c) Boosting local economy
- d) Promoting only foreign brands
- **c**

9. ICT in rural marketing stands for:

- a) Internet, Commerce, Technology
- b) Information and Communication Technology
- c) Indian Corporate Tax
- d) Innovative Clothing Trends
- **b**

10. An emerging trend in rural marketing:

- a) Radio silence
- b) Traditional barter
- c) Mobile and internet penetration

- d) Monopoly trade
→ **c**
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