

SHRI GURU NANAK DEGREE COLLEGE PREET VIHAR RUDRAPUR

BBA - VI Semester

BBA603 – Agricultural and Rural Marketing.

Section A – Long Answer Questions

Unit 1: Rural Marketing Concepts

1. Define rural marketing. Discuss its nature, scope, and significance in the Indian context.
 2. Examine the factors contributing to the growth of rural markets in India.
 3. Discuss the various components and classification of rural markets.
 4. Compare and contrast Rural and Urban Markets with relevant examples.
 5. Explain the evolution and development of rural marketing in India.
 6. Describe the role of e-rural marketing in empowering rural consumers.
 7. Analyze the impact of government initiatives on the growth of rural markets.
 8. Discuss the challenges faced in the implementation of rural marketing strategies.
 9. Evaluate the importance of understanding rural consumer behavior for effective marketing.
 10. How does infrastructure development influence the growth of rural markets?
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Unit 2: Agricultural Marketing

1. Define agricultural marketing. Discuss its scope and significance in India.
2. Explain the concept and different types of agricultural markets with examples.
3. Discuss the nature of agricultural produce and its implications on marketing.
4. Elaborate on various marketing channels used in agricultural marketing.
5. Describe the different methods of sales used in agricultural produce markets.
6. Analyze the market functions and their relevance to agricultural marketing.
7. What are the problems faced in the agricultural marketing system in India? Suggest solutions.

8. Examine the role of cooperative societies and government agencies in agricultural marketing.
 9. How does the pricing mechanism work in agricultural markets?
 10. Suggest measures for improving the efficiency and transparency of agricultural marketing systems.
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Unit 3: Agricultural Marketing Risks and Agencies

1. Define agricultural marketing risks. Explain their types and implications.
 2. Discuss the characteristics of scientific marketing in agriculture.
 3. Explain the role and types of marketing agencies involved in agricultural marketing.
 4. What are the major risks in agricultural marketing? How can they be minimized?
 5. Discuss the concept and significance of marketable surplus in agricultural markets.
 6. Explain contract marketing with reference to farmer–processor linkages.
 7. Analyze the causes and consequences of distress sales by farmers.
 8. Discuss measures to manage and reduce risks in agricultural marketing.
 9. Explain the role of warehousing, insurance, and cold storage in mitigating marketing risks.
 10. How can technology and digital platforms help reduce risks in agricultural marketing?
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Unit 4: Issues in Rural Marketing and Consumer Behaviour

1. Discuss the major issues and challenges in rural marketing in India.
 2. Explain the features and factors influencing rural consumer behavior.
 3. Describe the lifestyle and buying patterns of rural consumers.
 4. Analyze the role of the FMCG sector in rural India with relevant examples.
 5. Explain the concept and classification of consumer goods in rural markets.
 6. Discuss the challenges in marketing consumer durables in rural areas.
 7. Examine the importance of understanding rural psychology in product promotion.
 8. How do cultural and social factors impact rural buying decisions?
 9. Evaluate the role of advertising in promoting FMCG and durables in rural markets.
 10. Suggest strategies to effectively reach and influence rural consumers.
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Unit 5: Marketing Channels for FMCG and Consumer Durables

1. Define the concept of marketing channels. Discuss their importance in rural markets.
2. Explain the role of intermediaries in the distribution of FMCG products in rural areas.
3. Analyze the challenges faced in the distribution of consumer durables in rural markets.

4. Discuss the growth of FMCG in rural India and the strategies used to reach rural consumers.
 5. Examine the role of wholesalers, retailers, and rural distributors in FMCG marketing.
 6. How do the market functions for FMCG products differ from other consumer goods in rural markets?
 7. Discuss the significance of rural retailing for fast-moving consumer goods.
 8. Evaluate the effectiveness of direct-to-home (DTH) delivery systems in rural markets.
 9. Describe the impact of digital marketing and e-commerce platforms on FMCG sales in rural areas.
 10. Suggest improvements for the logistics and supply chain systems for consumer durables in rural markets.
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Understood! Here's the **complete Section B – Short Answer Questions** for all **5 Units** (10 questions per unit):

Section B – Short Answer Questions

Unit 1: Rural Marketing Concepts

1. What is rural marketing?
 2. List any three characteristics of rural markets.
 3. Mention two key differences between rural and urban markets.
 4. What is the scope of rural marketing in India?
 5. Define e-rural marketing.
 6. State any two challenges of rural marketing.
 7. What is the significance of rural markets for FMCG companies?
 8. How does infrastructure affect rural marketing?
 9. Name two components of a rural market.
 10. What do you understand by rural demand?
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Unit 2: Agricultural Marketing

1. What is meant by agricultural marketing?
2. List two types of agricultural markets.
3. What is marketable surplus?
4. Define marketing channels in agriculture.
5. What are primary agricultural markets?
6. Mention two problems in agricultural marketing.

7. State any two government initiatives for agricultural marketing.
 8. What are the methods of sale used in agriculture?
 9. Define regulated markets.
 10. What role do cooperatives play in agricultural marketing?
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Unit 3: Agricultural Marketing Risks and Agencies

1. What are marketing risks in agriculture?
 2. List two examples of physical risks in marketing.
 3. Define scientific marketing.
 4. Name two marketing agencies in agricultural marketing.
 5. What is distress sale?
 6. Define contract marketing.
 7. What is the importance of warehousing?
 8. What is price risk in agricultural marketing?
 9. Name any two risk-reducing measures.
 10. How does insurance help in reducing agricultural marketing risks?
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Unit 4: Issues in Rural Marketing and Consumer Behaviour

1. Name two major issues in rural marketing.
 2. List any two features of rural consumers.
 3. Define consumer behavior.
 4. What are consumer durables?
 5. State two differences between FMCG and consumer durables.
 6. What do you mean by rural lifestyle?
 7. Name two factors that influence rural buying behavior.
 8. What is the role of culture in rural marketing?
 9. Define product promotion in rural markets.
 10. Why is studying rural psychology important for marketers?
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Unit 5: Marketing Channels for FMCG and Consumer Durables

1. What is a marketing channel?
2. Name two types of rural intermediaries.
3. What are the challenges of distributing FMCG in villages?
4. Define rural retailing.
5. What is last-mile delivery in rural markets?
6. Mention two functions of wholesalers.

7. How does e-commerce support rural FMCG?
 8. What are durables? Give one example.
 9. State two logistics issues in rural areas.
 10. What is meant by direct-to-home (DTH) in rural marketing?
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Section C – Multiple Choice Questions (MCQs)

Unit 1: Rural Marketing Concepts

1. Rural marketing involves:
 - a) Urban-to-Urban marketing
 - b) Urban-to-Rural marketing
 - c) Rural-to-Urban marketing
 - d) All of the above

✓ **Answer: d)**
2. Which of the following is not a feature of rural markets?
 - a) Large population
 - b) High income levels
 - c) Diverse socio-economic groups
 - d) Seasonal demand

✓ **Answer: b)**
3. The key driver of rural demand is:
 - a) Infrastructure
 - b) Agricultural income
 - c) Education
 - d) Internet

✓ **Answer: b)**
4. Rural marketing differs from urban due to:
 - a) Lower penetration
 - b) Complex buying behavior
 - c) Low brand awareness
 - d) All of the above

✓ **Answer: d)**
5. E-rural marketing involves:
 - a) Traditional haats
 - b) Selling via fairs
 - c) Use of internet and mobile for sales

- d) None of the above

✓ **Answer: c)**

6. One of the key challenges in rural marketing is:

- a) High literacy
- b) Strong infrastructure
- c) Inadequate distribution
- d) High connectivity

✓ **Answer: c)**

7. Which company first targeted "Shakti Ammas" for rural marketing?

- a) ITC
- b) Hindustan Unilever
- c) Dabur
- d) Amul

✓ **Answer: b)**

8. Rural marketing is mostly:

- a) Service-driven
- b) Agriculture-driven
- c) Export-oriented
- d) Investment-driven

✓ **Answer: b)**

9. Which of the following is a rural promotion method?

- a) Digital display
- b) Television ads
- c) Wall painting
- d) Print media

✓ **Answer: c)**

10. "Melas" are best used for:

- a) Job hiring
- b) Direct selling
- c) Export marketing
- d) Business financing

✓ **Answer: b)**

Unit 2: Agricultural Marketing

1. Agricultural marketing refers to:

- a) Selling to industries only
- b) Buying and selling farm produce
- c) Export of machines
- d) Importing fertilizers

✓ **Answer: b)**

2. Which is not a type of agricultural market?

- a) Regulated
- b) Wholesale
- c) Daily-use
- d) Cooperative

✓ **Answer: c)**

3. Marketable surplus is:

- a) Loss in sales
- b) Produce consumed by the farmer
- c) Extra produce sold
- d) Government subsidy

✓ **Answer: c)**

4. APMC stands for:

- a) Agricultural Price Management Council
- b) Agriculture Produce Market Committee
- c) Association of Product Marketing Channels
- d) Agricultural Planning and Monitoring Cell

✓ **Answer: b)**

5. The key function of marketing in agriculture is:

- a) Harvesting
- b) Pricing and selling
- c) Sowing
- d) Cultivating

✓ **Answer: b)**

6. Which is a sales method in agriculture?

- a) Auction
- b) Reverse bidding
- c) Digital lockout
- d) Loan marketing

✓ **Answer: a)**

7. Which of the following is a regulated market?

- a) Private bazaar
- b) Government-organized mandi

- c) Online delivery
- d) Kirana shop

✓ **Answer: b)**

8. Agricultural marketing is influenced by:

- a) Road connectivity
- b) Rainfall
- c) Price support
- d) All of the above

✓ **Answer: d)**

9. The main challenge in agricultural marketing is:

- a) Overregulation
- b) Distress sale
- c) Higher taxes
- d) Farmer cooperatives

✓ **Answer: b)**

10. Which institution helps improve rural markets?

- a) RBI
- b) NABARD
- c) SEBI
- d) NITI Aayog

✓ **Answer: b)**

Unit 3: Agricultural Marketing Risks and Agencies

1. A major marketing risk is:

- a) Fixed income
- b) Price fluctuation
- c) Uniform quality
- d) Guaranteed buyers

✓ **Answer: b)**

2. Which is not a risk category?

- a) Physical
- b) Financial
- c) Cultural
- d) Price

✓ **Answer: c)**

3. Contract marketing is an agreement between:

- a) Buyer and bank
- b) Farmer and retailer
- c) Farmer and processor
- d) Consumer and wholesaler

✓ **Answer: c)**

4. Which of the following reduces physical risk?

- a) Insurance
- b) Loan
- c) Cold storage
- d) Branding

✓ **Answer: c)**

5. Who are intermediaries?

- a) Producers
- b) End users
- c) Traders
- d) Consumers

✓ **Answer: c)**

6. Marketable surplus depends on:

- a) Loan availability
- b) Consumption by farmer
- c) Government order
- d) Crop type only

✓ **Answer: b)**

7. Scientific marketing includes:

- a) Guess work
- b) Trial and error
- c) Planning and research
- d) Force selling

✓ **Answer: c)**

8. Agencies involved in marketing are:

- a) Banks
- b) NGOs
- c) Traders and agents
- d) Insurance firms only

✓ **Answer: c)**

9. Distress sale happens due to:

- a) Festive seasons
- b) High prices
- c) Lack of storage or money
- d) Market surplus

✓ **Answer: c)**

10. Warehousing helps in:

- a) Consumption
- b) Storage
- c) Planting
- d) Ploughing

✓ **Answer: b)**

Unit 4: Issues in Rural Marketing and Consumer Behaviour

1. One key issue in rural marketing is:

- a) Road density
- b) High ad spending
- c) Low income
- d) Brand surplus

✓ **Answer: c)**

2. Rural consumers are influenced by:

- a) Brand only
- b) Price and utility
- c) Packaging
- d) Celebrity endorsements

✓ **Answer: b)**

3. Buying behavior in rural areas is:

- a) Impulsive
- b) Trial-based
- c) Trend-driven
- d) Community-influenced

✓ **Answer: d)**

4. Which of these is a consumer durable?

- a) Shampoo
- b) Toothpaste
- c) Mixer

- d) Soap

✓ **Answer: c)**

5. Rural marketing is mostly:

- a) Cashless
- b) Credit-based
- c) Experience-based
- d) Word-of-mouth driven

✓ **Answer: d)**

6. Buying decisions are influenced by:

- a) Cultural values
- b) Celebrity
- c) Malls
- d) Online ads

✓ **Answer: a)**

7. Durables in rural areas are bought:

- a) Frequently
- b) Occasionally
- c) Daily
- d) Monthly

✓ **Answer: b)**

8. What matters most to rural consumers?

- a) Packaging
- b) Utility and price
- c) Brand loyalty
- d) Store location

✓ **Answer: b)**

9. Rural lifestyle is mainly:

- a) Urban-like
- b) Slow-paced and need-driven
- c) Trendy
- d) Online

✓ **Answer: b)**

10. Which industry thrives in rural FMCG?

- a) Smartphones
- b) Banking
- c) Toiletries
- d) Healthcare

✓ **Answer: c)**

Unit 5: Marketing Channels for FMCG and Consumer Durables

1. Marketing channels help in:

- a) Production
- b) Storage
- c) Distribution
- d) Cultivation

✓ **Answer: c)**

2. A key challenge in rural distribution is:

- a) Over-automation
- b) High-tech stores
- c) Poor connectivity
- d) Skilled labor

✓ **Answer: c)**

3. FMCG stands for:

- a) Fast Money Consumer Goods
- b) First Moving Consumer Goods
- c) Fast Moving Consumer Goods
- d) Farm Market Consumer Goods

✓ **Answer: c)**

4. Retailing in villages is mainly:

- a) Online
- b) Haats and shops
- c) Supermarkets
- d) Franchises

✓ **Answer: b)**

5. Example of consumer durable:

- a) Soap
- b) Pressure cooker
- c) Detergent
- d) Toothpaste

✓ **Answer: b)**

6. Which is an example of a marketing intermediary?

- a) Farmer
- b) Factory
- c) Distributor

- d) Consumer

✓ **Answer: c)**

7. Rural retailers are also known as:

- a) Anchors
- b) Direct sellers
- c) Kirana shops
- d) Agents

✓ **Answer: c)**

8. Key factor for durable sales in villages:

- a) Trend
- b) Season
- c) Utility
- d) Packaging

✓ **Answer: c)**

9. Which digital tool is used in rural marketing?

- a) ATMs
- b) QR codes
- c) ChatGPT
- d) TV

✓ **Answer: b)**

10. The most effective route to rural sales:

- a) Influencer marketing
- b) Satellite retail chains
- c) Multi-level marketing
- d) Direct village agents

✓ **Answer: d)**
