



Dr.G.R.Damodaran College of Science

(Autonomous, affiliated to the Bharathiar University, recognized by the UGC) Re-
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CRISL rated 'A' (TN) for MBA and MIB Programmes

III BBA[2015-2018]

SEMESTER-V

ELECTIVE- RURAL MARKETING-516V1

Multiple Choice Questions.

1. Rural rich consumers are sub-divided into _____ and _____.
- A. Consumers around rural and urban area.
 - B. Consumers above poverty and below poverty line.
 - C. Concentrate Rich consumers and Scattered rich consumers.
 - D. Concentrate Rich consumers and Scattered rich consumers.

ANSWER: D

2. Farmers preferred _____ torches such as Jeevan Saathi from Eveready
- A. sand.
 - B. dry cell.
 - C. heavy brass.
 - D. chargeable.

ANSWER: C

3. Tenant farmers are _____.
- A. Zamindars.
 - B. medium peasants.
 - C. Marginal farmers.
 - D. Farmers who operate on rented lands.

ANSWER: D

4. The Indian rural market can be segmented into _____ main categories on the basis of the income earned by different rural segments.
- A. 4.
 - B. 5.
 - C. 3.
 - D. 6.

ANSWER: A

5. The starting point to understanding how consumers respond to various marketing efforts is the _____ model of a buyer's behavior.
- A. Post purchase dissonance.
 - B. Post purchase feeling.
 - C. Stimulus-response.

D. Belief.

ANSWER: C

6. Rural rich consumers are sub-divided into _____ and _____.
- A. Consumers around rural and urban area.
 - B. Consumers above poverty and below poverty line.
 - C. Concentrate Rich consumers and Scattered rich consumers.
 - D. Aspirants and climbers.

ANSWER: C

7. NCAER has classified the Indian consumers into _____ categories on the basis of their propensity of consumption.
- A. 4.
 - B. 5.
 - C. 6.
 - D. 7.

ANSWER: B

8. Destitutes have income _____.
- A. Less than 10,000 per annum.
 - B. Less than 16,000 per annum.
 - C. Less than 15,000 per annum.
 - D. Less than 14,000 per annum

ANSWER: B

9. Very rich rural consumers have income _____.
- A. Between Rs 45,000 to Rs 2, 15,000 per annum.
 - B. Higher than Rs 2, 15,000 per annum.
 - C. Between 22,000 -45,000 per annum.
 - D. Higher than 3, 00,000 per annum.

ANSWER: B

10. If there is low involvement and the product/market is established then sales promotions should be used for:
- A. Loyal to increase loyalty.
 - B. Loyal to reward and increase usage.
 - C. Loyal to encourage trial.
 - D. All to block out the competition.

ANSWER: B

11. Which is the rural marketing index from the indices which are outlined below?
- A. CMIE.
 - B. Cygnus.
 - C. Lin Compass.
 - D. MICA.

ANSWER: C

12. The rural consumer wants _____ .

- A. mutual support.
- B. good product with consistent quality.
- C. cheap products.
- D. branded products.

ANSWER: B

13. _____ achieved self-sufficiency in the area of milk production.

- A. Red Revolution.
- B. Green Revolution.
- C. Jalzeera.
- D. White Revolution.

ANSWER: D

14. The urban buyers behavior is individual or at the most family driven, whereas in rural areas the decision making is a _____.

- A. collective Process.
- B. long Process.
- C. experience Process.
- D. conformance Process.

ANSWER: A

15. Horlicks was used in Bihar as _____.

- A. beverage for elderly.
- B. beverage for adults.
- C. health beverage for fattening up cattle.
- D. evening beverage.

ANSWER: C

16. Rural markets remain untapped because of three Ds, they are _____.

- A. distribution, distance and delivery.
- B. distance, diversity and dispersion.
- C. difference, distance and delivery.
- D. diversity, Difference and distribution

ANSWER: B

17. Customer eQ is a research tool developed by _____.

- A. Lintas Rural.
- B. ORG MARG.
- C. AC Nielson.
- D. IMRB.

ANSWER: C

18. Rural network is an informal alliance of four leading rural marketing agencies namely _____.

- A. Anugrah Madison, MART ,Rural Relations and Sampark.
- B. Lintas ,Anugrah Madison ,MART and Rural Relations.
- C. ORG MARG, Lintas, MART and Rural Relations.
- D. None of the above.

ANSWER: A

19. MDG stands for _____.

- A. Millennium Development Goods.
- B. Master Development Goals.
- C. Millennium Development Goals.
- D. Meagre Development Goals.

ANSWER: C

20. Which advertising agency implemented Project Shakthi for HLL?

- A. Lintas Linterland.
- B. Rural Relations.
- C. Sampark Marketing & Advertising Solutions.
- D. Marketing and Research Team(MART).

ANSWER: D

21. The rural consumers recognize the brands using _____.

- A. words.
- B. company name.
- C. logos and symbols.
- D. brand ambassadors.

ANSWER: C

22. Which of the following would most likely be the factor having the greatest influence on the decision to buy a homogeneous shopping product?

- A. the product's style .
- B. the store's name and reputation .
- C. the brand name of the product .
- D. the price and perceived value of the product .

ANSWER: D

23. The highest incidence of fake products in rural markets is at _____.

- A. village retailer.
- B. haats.
- C. village wholesaler.
- D. village distributor.

ANSWER: B

24. Which is the second phase of rural marketing?

- A. from independence to Green revolution.
- B. post liberalization period in 20th century.
- C. 21st Century.
- D. green revolution to pre liberalization period.

ANSWER: D

25. The new role of rural marketing in the 21st century is _____.

- A. selling FMCG products to rural consumers.
- B. selling durable products to rural consumers.
- C. delivering a better standard of living and enhancing the quality of life of rural people.

D. development of rural areas.

ANSWER: C

26. A key factor of the rural market is that it is a _____.

- A. mosaic of distinct and unique markets.
- B. high potential market.
- C. difficult market.
- D. different market.

ANSWER: A

27. Lifestyle analysis is important because _____.

- A. it determines the products liked by rural consumers.
- B. it determines the demand of rural market.
- C. it defines and prioritizes the consumer needs in a market segment.
- D. it helps to segment the market.

ANSWER: C

28. Three types of process strategies are _____.

- A. goods, services, and hybrids.
- B. manual, automated, and service.
- C. process focus, repetitive focus, and product focus.
- D. modular, continuous, and technological.

ANSWER: C

29. Project Jagruti is the marketing effort of _____.

- A. HLL.
- B. ITC.
- C. Escorts.
- D. Colgate.

ANSWER: D

30. The following quote on rural market is given by _____. The rural consumer is discerning and the rural market is vibrant .At the current rate of growth,it will soon outstrip the urban market .The rural market is no longer sleeping but we are.

- A. Ratan Tata.
- B. Adi Godrej.
- C. Rahul Bajaj.
- D. Pradeep Kashyap.

ANSWER: B

31. There are _____ languages in India.

- A. 30.
- B. 50.
- C. 24.
- D. 26.

ANSWER: C

32. How many types of segmentation variables?

- A. 2.
- B. 3.
- C. 4.
- D. 5.

ANSWER: A

33. Marketers are always trying to spot _____ in order to discover new products that might be wanted.

- A. groups
- B. cultural shifts
- C. dissonance
- D. lifestyles

ANSWER: B

34. _____ is the hall mark of the rural market.

- A. Homogeneity.
- B. Heterogeneity.
- C. Diversity.
- D. Difference.

ANSWER: B

35. Nearly ___ % of the rural income comes from the agriculture sector.

- A. 60.
- B. 55.
- C. 65.
- D. 63.

ANSWER: B

36. _____ has contributed to a lower standard of living of the rural population.

- A. Social backwardness.
- B. Low literacy.
- C. Low savings and traditional attitude
- D. All of the above.

ANSWER: D

37. Roads do not connect nearly _____% of villages in the country.

- A. 60.
- B. 50.
- C. 40.
- D. 30.

ANSWER: B

38. _____ % of rural population still uses kerosene for lighting.

- A. 50.
- B. 46.
- C. 44.
- D. 42.

ANSWER: B

39. The rural market consumes about _____ % of lifestyle products in value terms.

- A. 20.
- B. 25.
- C. 15.
- D. 12.

ANSWER: C

40. Geographic segmentation uses _____ as the base for segmentation strategy.

- A. Region, state and district.
- B. Age ,gender and occupation.
- C. Social class, personality and lifestyle.
- D. Types of usage and benefit sought.

ANSWER: A

41. While segmenting a market based on combination of many variables it is called _____.

- A. single segmentation.
- B. demographic segmentation.
- C. psychographic segmentation
- D. multivariate segmentation.

ANSWER: D

42. _____ are the conditions for effective market segmentation.

- A. serving the needs of customers in an optimum manner.
- B. tailoring marketing programme.
- C. development of strong positioning of a brand.
- D. all of the above.

ANSWER: D

43. Market Segmentation helps in _____.

- A. serving the needs of customers in an optimum manner.
- B. tailoring marketing programme.
- C. development of strong positioning of brand.
- D. all of the above.

ANSWER: D

44. MPV refers to _____.

- A. Maximum personal value.
- B. Market potential value.
- C. Market premium value.
- D. None of the above.

ANSWER: B

45. ORG MARG has suggested the classification of the rural belt in _____ categories.

- A. 2.
- B. 4.
- C. 3.
- D. 5.

ANSWER: C

46. A distribution system is the mix of channels used to:

- A. seek the opportunities of the tourism market.
- B. gain access to the potential buyers of the product.
- C. test the potential markets of the product.
- D. all of these.

ANSWER: B

47. Villages can also be classified into _____ categories on the basis of their location with respect to nearby town.

- A. 3.
- B. 2.
- C. 4.
- D. 5.

ANSWER: A

48. Immobile and self sufficient Asiatic villages refers to _____.

- A. Villages close to urban centers.
- B. Villages in developing districts.
- C. Remote villages located in less developed districts.
- D. Villages close to forests.

ANSWER: C

49. Marginal farmer is classified as _____.

- A. Holding 1.0 -2.0 hectares of land.
- B. Holding up to 1.0 hectare.
- C. Holding 2.0 to 4.0 hectares of land.
- D. Holding less than 1.0 hectare.

ANSWER: B

50. Small farmer is classified as _____.

- A. Holding up to 1.0 hectare.
- B. Holding 1.0 to 3.0 hectares.
- C. Holding 1.0 to 2.0 hectares.
- D. Holding more than 5.0 hectares.

ANSWER: C

51. Which of the following helps operations managers direct their efforts toward those items that show the greatest promise?

- A. value engineering.
- B. financial analysis.
- C. product cost justification.
- D. product-by-value analysis.

ANSWER: D

52. A dissatisfied customer tells to 11 persons, a satisfied customer tells to 3 persons The above quote was said by _____.

- A. Peter F.Drucker.

- B. Kotler.
- C. C.K.Prahalad
- D. None of the above.

ANSWER: B

53. The rural market is not for all ,but for those with the guts, the skin of an elephant and the mind of an evangelist

- A. Mr.Karthik Raina.
- B. Kotler.
- C. C.K.Prahalad.
- D. Adi Godrej.

ANSWER: A

54. _____ is a very good example of the customized model for rural market.

- A. Nokia 1200.
- B. Nokia 1100.
- C. Nokia 1000.
- D. Nokia 1210.

ANSWER: B

55. As per the essential commodities Act, fertilizers should be made available to the farmers within a range of _____.

- A. 2 to 5 kilometers from their residence.
- B. 4 to 5 kilometers from their residence.
- C. 4 to 8 kilometers from their residence.
- D. 5 to 10 kilometers from their residence.

ANSWER: B

56. _____ has developed a personal computer that can be charged by pedaling a special cycle with a dynamo connected to a car battery.

- A. IBM .
- B. Intel .
- C. HCL .
- D. Zenith.

ANSWER: C

57. _____ created bubble packs for shampoos in the rural markets.

- A. Cavin Kare.
- B. HLL .
- C. ITC .
- D. P&G.

ANSWER: B

58. The rural market should be targeted using the unconventional media like _____.

- A. Fairs.
- B. Festivals.
- C. Cinema Halls.
- D. All of the above.

ANSWER: D

59. _____ adopted the strategy of providing the consumer with a free sachet of shampoo if they bring in five used empty sachets of their brand shampoo.

- A. HLL .
- B. Cavin Kare .
- C. ITC.
- D. Dabur.

ANSWER: B

60. _____ found that retailers in some of the villages were cutting its large 100gm Soap into smaller pieces to sell and it introduced small 75 gm soap.

- A. HLL .
- B. Cavin Kare .
- C. ITC.
- D. Nirma.

ANSWER: A

61. The concept of ESI refers to _____.

- A. Emotional Surplus Identity.
- B. Equal Supply Interface .
- C. East South Index .
- D. None of the above .

ANSWER: A

62. The rural campaign Enga veetu super star was developed by _____.

- A. Godrej.
- B. Samsung .
- C. BPL.
- D. Philips.

ANSWER: D

63. _____ are an effective and economical medium for advertising in rural areas.

- A. wall paintings .
- B. video vans.
- C. weekly markets.
- D. mandis .

ANSWER: A

64. The concept of using video vans as an effective means of reaching out to rural markets was pioneered by _____.

- A. HLL .
- B. Philips .
- C. Political parties.
- D. Marico .

ANSWER: C

65. Cash rich farmers can be directly contacted by setting up brand stalls in _____.

- A. melas.
- B. haats.
- C. mandis.
- D. village fairs.

ANSWER: C

66. Which of the following is not a stage in the product life cycle?

- A. Withdrawal.
- B. Growth.
- C. Introduction.
- D. Maturity.

ANSWER: A

67. There are around _____ melas in India.

- A. 10000 .
- B. 17000.
- C. 25000.
- D. 27000.

ANSWER: C

68. Many companies congregate at the Ganges river for the _____ festival, where about 3 crore people, mostly from rural areas are expected to come over a span of one month.

- A. Sonepur mela .
- B. Kumbh mela .
- C. Pushkar mela .
- D. Dhana mela .

ANSWER: B

69. To ensure success of new products, which market segment should be targeted initially?

- A. Early adopters.
- B. Laggards.
- C. Late majority.
- D. Innovators.

ANSWER: D

70. Swasthya Chetna is a campaign to promote the habits of washing hands by _____.

- A. P&G .
- B. CavinKare .
- C. HLL .
- D. Nirma.

ANSWER: C

71. _____ has 250 most popular festivals in the year ,which include sports festival, agricultural as well as cultural festivals.

- A. Hariyana.
- B. Bihar.
- C. Punjab.
- D. Rajasthan.

ANSWER: C

72. _____ is an outdoor media requiring no stage, loud speakers, which is very popular in Harayana.

- A. Nautanki .
- B. Tamasha .
- C. Swang .
- D. Birha.

ANSWER: C

73. _____ involves seductive Lavni dance drama and interactive session with the audience.

- A. Nautanki .
- B. Tamasha .
- C. Swang.
- D. Birha.

ANSWER: B

74. The _____ can be employed to promote baby care products in rural areas.

- A. post man .
- B. sarpanch .
- C. mid-wife .
- D. primary school teacher.

ANSWER: C

75. _____ demonstrated their product by frying pakodas in street corners.

- A. Gemini .
- B. Dalda.
- C. Suffola.
- D. Sundrop.

ANSWER: B

76. _____ endorses a doctor to promote their brand in rural India

- A. HLL .
- B. Colgate dental.
- C. Dabur .
- D. P&G .

ANSWER: B

77. _____ uses typical vignettes from Indian life to establish an emotional bond with the consumer.

- A. Bajaj Scooters.
- B. Hero Honda.
- C. Maruthi .
- D. Asian Paints .

ANSWER: A

78. Even expensive brands like Close up, Marie biscuits, Clinic shampoo are doing well because of _____.

- A. advertisements.

- B. promotions.
- C. brand ambassadors.
- D. deep distribution.

ANSWER: D

79. _____ is large format rural retail store.

- A. DSCL Haryali stores.
- B. M & M Shubh Labh stores.
- C. TATA/Rallis Kisan Kendras.
- D. All of the above.

ANSWER: D

80. Which brand of soap was reengineered by HUL.

- A. Dove .
- B. Lux.
- C. Lifebuoy .
- D. Liril.

ANSWER: C

81. Which brand of soap was reengineered by HUL.

- A. Dove .
- B. Lux.
- C. Lifebuoy .
- D. Liril.

ANSWER: C

82. _____ s project Gaon Chalo utilized NGOs for mutual benefit.

- A. HUL .
- B. P&G.
- C. TATA Tea.
- D. Bajaj .

ANSWER: C

83. The linking of members of distribution channels through formal agreements rather than ownership is known as a contractual system. Which of the following is an example of a contractual system?

- A. Family business.
- B. Newsagents.
- C. Franchises.
- D. Village shops.

ANSWER: C

84. Shakthi Ammas are the personal selling agents of _____.

- A. Marico.
- B. ACC .
- C. HUL .
- D. P&G .

ANSWER: C

85. Krishi Dharshan is the programme for farmers by _____.

- A. Zee.
- B. Star.
- C. Colors.
- D. Doordarshan.

ANSWER: D

86. Godrej Sara Lee GoodKnight campaign featuring _____ with the catchy line Machharon ki haar, skin se pyaar is a hit.

- A. Kareena Kapur .
- B. Vidhya Balan .
- C. atrinad. Kaif.
- D. Aiswarya rai .

ANSWER: B

87. Rural market is growing at _____ % annually.

- A. 10 .
- B. 15 .
- C. 25 .
- D. 30 .

ANSWER: C

88. Krishi Dharshan is the programme for farmers by _____.

- A. Zee.
- B. Star.
- C. Colors.
- D. Doordarshan.

ANSWER: D

89. Main cropping season in India are _____.

- A. kharif April to September.
- B. rabi October to March.
- C. Both a and b.
- D. None of the above.

ANSWER: C

90. Which of the following are NOT principal marketing communications organizations?

- A. Media agencies.
- B. Customer call centers.
- C. Advertising agencies.
- D. Production companies.

ANSWER: B

91. _____ provides the largest compilation of rural demographic data.

- A. NCAER.
- B. Census of India.
- C. ICDS.
- D. Panchayat Office.

ANSWER: B

92. DRDA refers to _____.
- A. Development and Rural Distribution Authority.
 - B. Distribution and Rural Development Authority.
 - C. Distribution and Rural Authority.
 - D. District Rural Development Authority.

ANSWER: D

93. Social mapping is used to capture _____.
- A. availability of resources in the village.
 - B. house locations and caste distribution throughout the village.
 - C. the knowledge of rural life and conditions.
 - D. the attitude and behavior of rural population .

ANSWER: B

94. _____ is the most effective rating tool amongst the rural audience.
- A. Wheel with different colours.
 - B. Ladder.
 - C. Faces representing various moods.
 - D. Questionnaire.

ANSWER: C

95. Rural people are very _____ in their living style and communication.
- A. Suspicious.
 - B. Simple.
 - C. Harsh.
 - D. Skeptical.

ANSWER: B

96. Rural market researchers should be able to think from the _____.
- A. friendly angle.
 - B. rural perspective.
 - C. urban mindset.
 - D. None of the above.

ANSWER: B

97. The rural researcher is advised to _____.
- A. Carry writing material.
 - B. Carry recorders.
 - C. Memorize all relevant information.
 - D. Carry pen recorders.

ANSWER: C

98. The place for conducting research should be a _____.
- A. House of the respondents.
 - B. Caste neutral place in the village.
 - C. House of the village sarpanch.

D. Temple in the village.

ANSWER: B

99. _____ is the best place to locate the rural youth for conducting research.

- A. Tea shop.
- B. Chaupal.
- C. Playground.
- D. Retail Shop.

ANSWER: C

100. . _____ is the very good place to find middle-aged and old people in the evenings in a village.

- A. Tea shop.
- B. Chaupal.
- C. Retail shop.
- D. Haat.

ANSWER: B

101. Which company launched the Sampoorna, a low cost no frills television model for rural markets in the year 1999?

- A. BPL.
- B. Sony.
- C. LG.
- D. Samsung.

ANSWER: C

102. Rural consumers buy fertilizers from _____.

- A. village shops.
- B. shanty.
- C. nearest town.
- D. mela.

ANSWER: C

103. Rural consumers buy clothes and cheap jewellery from _____.

- A. village shop.
- B. shanty .
- C. nearest town .
- D. mela and jatra .

ANSWER: D

104. The linking of members of distribution channels through formal agreements rather than ownership is known as a contractual system. Which of the following is an example of a contractual system?

- A. Family business.
- B. Newsagents.
- C. Franchises.
- D. Village shops.

ANSWER: C

105. Which company has introduced a washing machine without a dryer for the rural market?

- A. Whirlpool.
- B. IFB.
- C. Videocon.
- D. LG.

ANSWER: C

106. Which private Insurance company tied up with NGOs and offered reasonably priced policies in the nature of group insurance covers in rural areas.

- A. Birla Sunlife.
- B. HDFC Standard Life.
- C. SBI Life.
- D. Bajaj -Allianz .

ANSWER: B

107. _____ uses wall writing and radio advertising to drive its growth in rural areas.

- A. HUL.
- B. Marico.
- C. Philips India.
- D. Colgate-Palmolive.

ANSWER: C

108. Which company uses the technique of Door to Door selling to penetrate villages with population of under 2000?

- A. Marico.
- B. HUL.
- C. Colgate Palmolive.
- D. Godrej.

ANSWER: B

109. Which company launched ChocoBix, a chocolate flavored biscuit in the rural market?

- A. Britannia.
- B. Cadbury.
- C. Parle.
- D. ITC.

ANSWER: B

110. _____ is the best place to locate the rural youth for conducting research

- A. Tea shop.
- B. Chaupal.
- C. Playground.
- D. Retail shop.

ANSWER: C

111. Which company has devised a semi-automatic washing machine with double the capacity of their urban based machines for the rural market?

- A. IFB.
- B. Whirlpool.

C. LG Electronics.

D. Videocon.

ANSWER: C

112. . Which company has launched the free power radio which requires neither nor electricity for operation?

A. Sony.

B. LG Electronics.

C. Samsung.

D. Philips India.

ANSWER: D

113. Which is the company based at Chennai who is a major player in the FMCG category in rural markets?

A. HUL.

B. Dabur.

C. Marico.

D. Cavinkare.

ANSWER: D

114. Which company developed a LPG cylinder with special features of rural market?

A. HPCL.

B. Indane.

C. Reliance.

D. MaxGas.

ANSWER: D

115. Which company has introduced the 5 kg gas cylinder to tap the rural market?

A. HPCL.

B. Indane.

C. Reliance.

D. MaxGas

ANSWER: A

116. The company which has developed a low cost water purifier specifically for rural areas?

A. Eureka Forbes.

B. Aqua Sure.

C. Godrej.

D. DCM Shriram.

ANSWER: D

117. Which company launched a low cost foot operated treadle pump for drawing water from ground?

A. International Development Enterprises IDE.

B. CRI Pumps.

C. Aqua Sub Pumps.

D. Mahindra Pumps.

ANSWER: A

118. What is the name of the Shampoo which started the Sachet revolution in the shampoo Industry?

- A. Chik.
- B. Velvet.
- C. Ponds.
- D. Dove.

ANSWER: B

119. _____ is the detergent powder which is a generic brand in rural India

- A. Wheel.
- B. Nirma.
- C. Surf .
- D. Rin .

ANSWER: C

120. _____ is the name of the tractor which is associated with the head of the village.

- A. Sonalika.
- B. Escorts.
- C. Bhumiputra .
- D. Mahindra&Mahindra Sarpanch .

ANSWER: D

121. Which Insurance company has introduced a village adoption scheme once the number of people taking out a policy exceeds a certain percentage?

- A. Birla Sun life.
- B. TATA AIG.
- C. LIC.
- D. SBI LIFE.

ANSWER: C

122. The fake brand for Tiger Biscuits in rural market is _____.

- A. Leopard.
- B. Fighter.
- C. Lion.
- D. Cheetah.

ANSWER: B

123. _____ is the fake brand of Lifebuoy in rural markets.

- A. Life save.
- B. Life skill.
- C. Shagun.
- D. Breeze.

ANSWER: C

124. _____ is the look alike vaporizing rub being marketed as Vicks.

- A. Venus.
- B. Vikas.
- C. Viks.
- D. Vics.

ANSWER: B

125. _____ company posed a threat to Philips India by marketing its products at low prices to rural customers.

- A. LG Electronics.
- B. Samsung.
- C. Videocon.
- D. Godrej.

ANSWER: C

126. Durable goods companies like Samsung and LG promote their products during the _____ season, in rural India.

- A. Festival.
- B. Harvest.
- C. Peak.
- D. Off.

ANSWER: B

127. LUP refers to _____.

- A. Low Unit Packs.
- B. Light Utility Packs.
- C. Low Utility Packs.
- D. None of the above.

ANSWER: A

128. _____ is the name of the economy brand of tea launched by TataTea in rural areas to compete with loose tea powder.

- A. Tajmahal.
- B. A 1.
- C. Agni.
- D. Kannan Devan .

ANSWER: C

129. _____ motorcycle is popular in rural areas.

- A. Yamaha CTZ.
- B. Bajaj Pulzar.
- C. TVS Sport.
- D. Hero Honda CD 100.

ANSWER: D

130. Operation Bharat is the price bundling strategy adopted by _____.

- A. Marico.
- B. HUL.
- C. Colgate -Palmolive.
- D. Cavinkare.

ANSWER: B

131. Arvind Mills ready to stitch Ruf n Tuf jeans kit which was priced at _____.

- A. Rs 250 .
 - B. Rs 300 .
 - C. Rs 195.
 - D. Rs 275 .
- ANSWER: C

132. Name the company which offered a vegetarian tooth paste at a low price for the rural markets.

- A. Colgate Palmolive.
- B. Ajanta.
- C. Dabur.
- D. Veeco.

ANSWER: B

133. _____ pricing strategy is mostly used in rural markets for FMCG brand penetration

- A. Haats.
- B. Melas.
- C. Small shops.
- D. Retailers.

ANSWER: C

134. There are _____ layers of distribution channels for the movements of products from the company depot to the interior village markets.

- A. 4.
- B. 5.
- C. 3.
- D. 6.

ANSWER: B

135. Selective distribution is usually associated with which type of goods?

- A. Luxury goods.
- B. Shopping goods
- C. Organizational goods
- D. Industrial goods..

ANSWER: B

136. _____ uses vans for distribution in rural areas.

- A. Godrej.
- B. Marico.
- C. J.K.Dairy.
- D. HUL.

ANSWER: C

137. _____ are the last mile distribution in rural markets.

- A. Haats.
- B. Melas.
- C. Delivery Vans.
- D. Mobile Traders.

ANSWER: D

138. PDS is a system of distribution for essential commodities to a large number of people through a network of _____.

- A. Margin Free Markets.
- B. Fair Price Shops
- C. Ration Shops.
- D. Both b &c.

ANSWER: D

139. _____ function like mini super markets for rural consumers.

- A. Haats .
- B. Melas.
- C. Farmers Services Cooperative Societies.
- D. Ration shops.

ANSWER: C

140. Rural distribution can broadly be categorized into _____ models.

- A. 3.
- B. 2.
- C. 4.
- D. 5.

ANSWER: B

141. Super stockists typically cover _____ substockists in the district.

- A. 5to10.
- B. 10to 15.
- C. 15 to 20.
- D. 20 to 25.

ANSWER: B

142. . _____ was the regional brand in the detergent segment which challenged the big players.

- A. Nirma.
- B. Ghari.
- C. Ponvandu.
- D. Discount.

ANSWER: B

143. Fake products reach the rural consumers through the _____.

- A. Small kirana shops located within the village.
- B. Door to Door visits by salesmen who pose as company representatives.
- C. Salesmen in local trains and buses.
- D. All of the above.

ANSWER: D

144. Kisan Credit Card scheme was introduced by _____.

- A. KVIC.
- B. State Bank of India.

C. Indian Government.

D. Canara Bank .

ANSWER: C

145. _____ are quite popular in rural south India where people find the financing option simple and easily accessible.

A. Local Money Lenders.

B. Chit Funds.

C. Micro Finance.

D. KCC.

ANSWER: B

146. The mascot for Asian Paints brand is _____.

A. Appu.

B. Maharaja.

C. Coloured Elephant.

D. Gattu.

ANSWER: D

147. Which of the following represents the most dramatic force shaping a modern marketer's destiny?

A. The natural environment.

B. Deregulation.

C. The technological environment.

D. The political environment.

ANSWER: C

148. KAP in rural marketing refers to _____.

A. Knowledge, Awareness and Personality .

B. Knowledge, Attitude and Personality.

C. Knowledge, Attitude and Practices

D. None of the above.

ANSWER: C

149. Western ranking and rating tools often hold _____ by the rural respondent as a framework of evaluation.

A. Little Relevance.

B. High Relevance.

C. Both A & B.

D. None of the above.

ANSWER: A

150. Data Collection in rural area is _____.

A. easy.

B. difficult.

C. scattered.

D. remote.

ANSWER: B

151. There are no standard or magic solutions to _____.

- A. urban distribution.
- B. rural distribution.
- C. semi-urban distribution.
- D. international distribution.

ANSWER: B

152. Challenges to reach the small & scattered rural market places need to be addressed by marketers by adopting _____.

- A. out-of-box thinking.
- B. discovering innovative solutions.
- C. understanding the challenges to rural distribution.
- D. all the above.

ANSWER: C

153. Rural marketers need to sensitize themselves to the rural retailers _____.

- A. economic capabilities.
- B. educational level.
- C. physical environment.
- D. all the above.

ANSWER: D

154. In rural India, in particular, availability determines _____.

- A. volume & market share.
- B. standards.
- C. distribution.
- D. promotional activities.

ANSWER: A

155. Durable goods companies define rural as any location with a population of less than _____.

- A. 45,000.
- B. 50,000.
- C. 55,000.
- D. 60,000.

ANSWER: B

156. Apart from ensuring the reach of the product to retail outlets, marketers also need to motivate retailers to _____.

- A. recommend their product or brand to consumers.
- B. display their product or brand in attractive manner.
- C. stock their product or brand.
- D. create market penetration for their product or brand.

ANSWER: C

157. create market penetration for their product or brand.

- A. the company expansion.
- B. the company market share.
- C. the company image.

D. the company profit margin.

ANSWER: D

158. _____ is the most important variable in the marketing plans of most consumer goods manufacturers.

- A. Rural marketing.
- B. Distribution channel.
- C. Reach.
- D. Logistics Management.

ANSWER: B

159. The distribution network in India is characterised by predominance of _____.

- A. family-owned proprietary concerns.
- B. outsourcing agencies.
- C. partnership concerns.
- D. hindu-undivided family system.

ANSWER: A

160. There are _____ layers of distribution channels for the movement of products from the company depot to the interior village markets.

- A. 3.
- B. 4.
- C. 5.
- D. 6.

ANSWER: C

161. In villages, small shops alone are the backbone of the _____.

- A. local retail network.
- B. regional retail network.
- C. national retail network.
- D. neighbourhood retail stores.

ANSWER: A

162. Firms mostly rely on their marketing channels to _____.

- A. earn more profit.
- B. generate customer satisfaction.
- C. avoid competition.
- D. differentiate their distribution channel.

ANSWER: B

163. _____ distribution has the maximum channel distributors.

- A. Durable goods.
- B. FMCG.
- C. Non durable goods.
- D. Retail.

ANSWER: B

164. _____ distribution has the minimum channel partners.

- A. Durable goods.
- B. FMCG.
- C. Non durable goods.
- D. Retail.

ANSWER: A

165. More than 70% of the rural market is still beyond the reach of _____.

- A. promotional activities.
- B. stocking pattern.
- C. price discipline.
- D. direct distribution.

ANSWER: D

166. Some of the town retailers send their salesman to villages to _____ to the small retailers.

- A. market the available products with them
- B. book orders & supply goods.
- C. create awareness.
- D. render support.

ANSWER: B

167. Galla Kirana merchant in India often acts as a _____.

- A. speculator.
- B. distributor.
- C. trader.
- D. marketer.

ANSWER: C

168. Focus on the large number of retailers in urban areas by company retailers resulted in the consolidation of _____ in urban areas.

- A. retail based distribution.
- B. wholesale based distribution.
- C. rural retail distribution.
- D. urban retail distribution.

ANSWER: A

169. Focus on the large number of retailers in urban areas by company retailers resulted in the deterioration of _____ in urban areas.

- A. retail based distribution.
- B. wholesale based distribution.
- C. rural based distribution.
- D. urban based distribution.

ANSWER: B

170. As per a survey of 2009, retail outlets in India accounted for _____.

- A. 45%.
- B. 55%.
- C. 65%.
- D. 75%.

ANSWER: C

171. Rural shops in India have the _____ per capita in the world.

- A. lowest retail space.
- B. medium retail space.
- C. highest retail space.
- D. none of the above.

ANSWER: A

172. Expense of retail outlets is mainly on _____.

- A. maintenance cost.
- B. logistics.
- C. travel & transportation.
- D. distribution.

ANSWER: C

173. _____ is the only company that is successfully operating its own fleet of 1000+ vans across the country.

- A. Milky mist.
- B. Eveready.
- C. Duracell.
- D. J.K.Diary.

ANSWER: B

174. Prices vary greatly and fluctuate considerably for _____.

- A. durable goods.
- B. eatables.
- C. perishables.
- D. all the above.

ANSWER: C

175. The ability to influence the retailers to stock and promote products requires identifying the manner in which the retailer _____.

- A. markets the products.
- B. recommends the products.
- C. sells the products.
- D. performing his business.

ANSWER: D

176. Understanding channel behaviour has a critical bearing on _____.

- A. channel distribution.
- B. channel decision.
- C. channel credit.
- D. channel promotion.

ANSWER: B

177. A town wholesaler may deliberately cut the price of a _____ to increase his business.

- A. fast moving brand.

- B. slow moving brand.
- C. high profit brand.
- D. low profit brand.

ANSWER: A

178. Rural retailers stock a particular item usually because of _____.

- A. consumers demand.
- B. wholesalers push.
- C. competitor stocks the same item.
- D. all the above.

ANSWER: D

179. _____ to the retailer is higher in rural markets than it is in urban markets.

- A. Distribution cost.
- B. Stocking.
- C. Maintenance cost.
- D. Consumer loyalty.

ANSWER: D

180. Rural distribution can be broadly be categorised in _____ models.

- A. 2.
- B. 3.
- C. 4.
- D. 5.

ANSWER: A

181. Project Shakti was introduced by _____ to directly reach the remotest <2000 population villages.

- A. Reliance.
- B. Godrej.
- C. HLL.
- D. Milky mist.

ANSWER: C

182. The rural distribution models of all major FMCG companies can be divided into _____ universal models with minor variations from one company to another.

- A. 2.
- B. 3.
- C. 4.
- D. 5.

ANSWER: A

183. Rural retail outlets are _____ in nature.

- A. peripheral.
- B. generalised.
- C. comprehensive.
- D. personalised.

ANSWER: B

184. _____ have an important place in the distribution and promotion of products in villages.

- A. Mobile vans.
- B. Retailers.
- C. Festival melas.
- D. Haats.

ANSWER: A

185. Distribution channel of durable goods can be managed effectively by _____.

- A. manufacturers.
- B. few channel partners.
- C. franchisees.
- D. exclusive dealers.

ANSWER: B

186. To cater efficiently to the growing market in rural India, _____ introduced a new set up within the existing channel, that is, the introduction of the companys rural office at the district level

- A. HLL.
- B. P & G.
- C. ITC.
- D. LG.

ANSWER: D

187. _____, a household name in oral care in rural markets saw an opportunity in using existing national service volunteers for brand promotion.

- A. Colgate.
- B. Pepsodent.
- C. Close up.
- D. Sensodine.

ANSWER: A

188. Initiative to reach rural consumers through echoupal model for backward & forward linkages for agri related business was taken by _____.

- A. HLL.
- B. P&G.
- C. ITC.
- D. LG.

ANSWER: C

189. _____ distribution is a variable & novel approach to gain entry into rural market, especially to enjoy the advantage of existing distribution network of another company.

- A. Satellite.
- B. Syndicate.
- C. Corporate SHG linkage.
- D. none of the above.

ANSWER: B

190. Per capita sales = _____.

- A. Annual Sales/ Marketing Population.
- B. Marketing Population / Annual Sales.
- C. Annual Sales / Marketing Population * 100.
- D. Marketing Population / Annual Sales * 100.

ANSWER: A

191. _____ is the spinal cord of a company.

- A. Distribution.
- B. Innovation.
- C. Marketing.
- D. Market share.

ANSWER: A

192. Sensing a big opportunity in rural markets, _____ set up a separate rural business division headed by a senior vice president.

- A. Om Kotak Life Insurance.
- B. Life Insurance Corporation.
- C. Bajaj Alliance Life Insurance Corporation.
- D. Reliance Life Insurance Corporation.

ANSWER: A

193. _____ has launched its rural marketing vehicle in four states for refilling LPG cylinder in rural areas.

- A. Hindustan Petroleum.
- B. Bharat Petroleum.
- C. Indian Oil.
- D. Reliance Petroleum.

ANSWER: B

194. _____, a central Government organisation established to promote & develop cultural and sports activities in India.

- A. National Yuva Kendra Sangathan.
- B. National Youth Kendra Sangathan.
- C. Nehru Yuva Kendra Sangathan.
- D. Nehru Youth Kendra Sangathan.

ANSWER: C

195. In the initial stages, _____ used the distribution network of amruthanjan pain balm, for its chik shampoo.

- A. HLL.
- B. P & G.
- C. Cavinkare.
- D. Eveready.

ANSWER: C

196. _____ is otherwise called as the hub-and-spoke system.

- A. Syndicate distribution.
- B. Satellite distribution.

- C. Corporate SHG linkage.
- D. Distribution model of durable goods companies.

ANSWER: B

197. The wholesaler is the most important source of information for the _____.

- A. retailer.
- B. consumer.
- C. manufacturer.
- D. all the above.

ANSWER: A

198. Warna Bazar, a milk & sugar cooperative society in the Kolhapur district of _____ opened the first departmental store in 1978.

- A. Maharastra.
- B. Andra Pradesh.
- C. Punjab.
- D. Gujarat.

ANSWER: A

199. Expand FSCS _____.

- A. Fertilizers Services Coordinating Societies.
- B. Farmers Services Coordinating Societies.
- C. Fertilizers Services Cooperating Societies.
- D. Farmers Services Cooperating Societies.

ANSWER: D

200. A town retailer may deliberately cut the price of a _____ to increase his business.

- A. fast moving brand.
- B. durable goods.
- C. cosmetics.
- D. food stuff.

ANSWER: A

201. Advertisement goes in hand with _____.

- A. marketing.
- B. communication.
- C. economic growth.
- D. media.

ANSWER: C

202. Majority of the advertisements designed by corporate marketers are largely _____.

- A. rural oriented.
- B. urban oriented.
- C. marketing oriented.
- D. all the above.

ANSWER: B

203. Rural communication is not a _____.

- A. peripheral activity.
- B. comprehensive activity.
- C. normal activity.
- D. easy task.

ANSWER: A

204. The communication pattern in any society is a part of its _____.

- A. income.
- B. market.
- C. reach.
- D. culture.

ANSWER: D

205. Interpersonal communication accounts for over _____ of the rural communication process.

- A. 60%.
- B. 70%.
- C. 80%.
- D. 90%.

ANSWER: C

206. Communication package aims at rural audience should generate a lot of _____, so that the brand remains on top on the minds of the consumers.

- A. WOM publicity.
- B. awareness.
- C. promotion.
- D. sales.

ANSWER: A

207. Rural India has traditionally been a society based on _____.

- A. written communication.
- B. oral communication.
- C. interpersonal communication.
- D. grapevine communication.

ANSWER: B

208. In terms of economic progress, rural India is divided into _____ types.

- A. 2.
- B. 3.
- C. 4.
- D. 5.

ANSWER: A

209. The comprehension of a message is therefore, a critical problem in _____.

- A. Indian rural markets.
- B. Indian urban markets
- C. Indian semi urban markets.
- D. International markets.

ANSWER: A

210. Knowing your customer is one of the cardinal principle of _____, be it rural or urban India.

- A. advertising.
- B. promotion.
- C. marketing.
- D. all the above.

ANSWER: C

211. The priority of product purchases varies across _____.

- A. savings level.
- B. income level.
- C. preference level.
- D. demand level.

ANSWER: B

212. Revital ,a health capsule from Ranbaxy is a _____.

- A. premium priced product.
- B. value for money product.
- C. optimum priced product
- D. none of the above.

ANSWER: A

213. Children acts as brand messengers and communicators within their families and subsequently influence _____.

- A. brand image.
- B. customer loyalty.
- C. sales of a particular product.
- D. purchase decisions.

ANSWER: D

214. Communicators make efforts to put something into the customers mind, to change his _____ and to get the consumer to act.

- A. attitude.
- B. purchase behaviour.
- C. mindset.
- D. all the above.

ANSWER: A

215. The expansion of AICDA is _____.

- A. Awareness, Intention, Conviction, Desire, Action.
- B. Awareness, Intention, Catch, Determination, Action.
- C. Awareness, Interest, Conviction, Desire, Action.
- D. Attention, Intention, Conviction, Desire, Action.

ANSWER: C

216. In urban markets, the emphasis is on _____.

- A. brand loyalty.

- B. brand awareness.
- C. customer loyalty.
- D. purchase decision.

ANSWER: A

217. _____ appeals which play on qualities like heroism, love of family, pride in achievement.

- A. humorous.
- B. emotional.
- C. rational.
- D. moral.

ANSWER: B

218. _____ channels consist of company salespeople who contact buyers in the target market.

- A. Social.
- B. Advocate.
- C. Expert.
- D. Personal.

ANSWER: B

219. A communication channel which command more credibility in rural as they are considered insiders and possess the required technical knowledge is known as _____.

- A. the social channel.
- B. the advocate channel.
- C. the expert channel.
- D. the personal channel.

ANSWER: C

220. In rural context, _____ is the first channel to which potential consumers automatically turn, before they solicit views and opinions from the outside world.

- A. the social channel.
- B. the advocate channel.
- C. the expert channel.
- D. the personal channel.

ANSWER: A

221. _____ channels carry messages without interactions.

- A. Non personal communication.
- B. Intra personal communication.
- C. Non verbal communication.
- D. Social communication.

ANSWER: A

222. _____ is a packaged environment that creates or reinforces the buyers leanings towards product purchase.

- A. Mass media.
- B. Trade fair.
- C. Event.
- D. Atmosphere.

ANSWER: D

223. _____ gains the consumers attention and usually provides information that may lead the consumer to the product

- A. Promotional activity.
- B. Communication.
- C. Sampling.
- D. Invitation.

ANSWER: B

224. The mechanics and engineers of _____ visit villages twice a week to assure the villagers after sales service.

- A. Philips.
- B. Onida.
- C. Kelvinator.
- D. Videocon.

ANSWER: D

225. _____ is the most cost effective tool at the later stages of the buying process, particularly in building the buyers preferences, convictions and actions.

- A. Direct marketing.
- B. Personal selling.
- C. Public relations.
- D. Publicity.

ANSWER: B

226. _____ conducted House to House campaigns direct contact programme called project Bharat which aimed at generating awareness about good health and hygiene practices.

- A. ITC.
- B. Cavinkare.
- C. HLL.
- D. P&G.

ANSWER: C

227. Personal communication channel consists of _____ divisions.

- A. 2.
- B. 3.
- C. 4.
- D. 5.

ANSWER: B

228. _____ calls for spending a lot of money on advertising and consumer promotion to build consumer demand.

- A. A pull strategy.
- B. Media.
- C. Publicity.
- D. A push strategy.

ANSWER: A

229. _____ influences customer comprehension and conviction to a larger degree.

- A. Direct marketing.
- B. Personal selling.
- C. Public relations.
- D. Publicity.

ANSWER: B

230. Rural media can be classified into _____ types.

- A. 2.
- B. 3.
- C. 4.
- D. 5.

ANSWER: B

231. Irrespective of literacy levels, topography, geographical location, or area of residence, _____ reaches people easily.

- A. radio.
- B. television.
- C. cinema.
- D. all the above.

ANSWER: A

232. Which one among the following medium is largely used by most of the fertilizer, tractor and FMCG companies for advertising?

- A. Personal selling.
- B. Radio.
- C. Television.
- D. Cinema.

ANSWER: B

233. _____ is the fastest growing, most powerful and most popular medium both in rural and urban media.

- A. radio.
- B. television.
- C. cinema.
- D. all the above.

ANSWER: B

234. _____ is one of the most important communication media in many parts of the country, its universal appeal cutting across the barriers of geography and language.

- A. radio.
- B. television.
- C. cinema.
- D. all the above.

ANSWER: C

235. In rural areas the _____ medium faces problems of both reach and access coupled with low

literacy levels.

- A. radio.
- B. television.
- C. cinema.
- D. print.

ANSWER: D

236. An appeal which helps audience to sensitize what is right and proper is known as _____.

- A. humorous appeal.
- B. emotional appeal.
- C. rational appeal.
- D. moral appeal.

ANSWER: D

237. Which media is capable of communicating messages about contemporary issues, topics and concerns as per the needs and demands of a changing society?

- A. Folk media.
- B. Mass media.
- C. Personalised media.
- D. Mela.

ANSWER: A

238. The van promotion campaign is very often put into the category of _____ media.

- A. conventional.
- B. non conventional.
- C. personalised.
- D. folk.

ANSWER: A

239. The haat, better known as the _____ of rural India, is the oldest marketing channel in the country.

- A. cooperative stores.
- B. mobile supermarket.
- C. barefoot agents.
- D. online supermarket.

ANSWER: C

240. _____ exercises a major influence on communication strategies.

- A. Consumer behaviour.
- B. Brand Image.
- C. Advertisement.
- D. Media.

ANSWER: A

241. Which of the following two media is used to create awareness of a non-durable brand?

- A. Mass media and personalised media.
- B. Mass media and Non conventional media.
- C. Mass media and Conventional media.

D. Personalised media and Non conventional media.

ANSWER: B

242. A major marketing focus on reminder advertising and sales promotion falls on _____.

- A. the products which is in decline stage of its life cycle.
- B. the products which is in saturation stage of its life cycle.
- C. existing durable brand.
- D. existing non-durable brand.

ANSWER: D

243. Anugrah Madison Pvt Ltd., a specialist rural advertising agency in Chennai, was appointed by _____ to develop a television spot to promote the brand in semi urban and rural Karnataka.

- A. ACC Suraksha cement.
- B. Dalmia cement.
- C. Malabar cement.
- D. None of the above.

ANSWER: A

244. _____ changes the way in which a given item is produced within a firm or across the supply chain.

- A. Product innovation.
- B. Service innovation.
- C. Process innovation.
- D. Method innovation.

ANSWER: C

245. _____ is in the business of providing internet, voice, e governance and other rural services through a network of local service providers and kiosks by establishing and maintaining cor DECT wireless access based communication systems.

- A. n Longue.
- B. Telnet.
- C. Madras.
- D. Service providers.

ANSWER: A

246. corDECT is _____ based communication systems.

- A. satellite.
- B. wireless access.
- C. internet.
- D. none of the above.

ANSWER: B

247. _____ international business division has conceptualised the e-choupal as a chain of internet kiosks connected through VSATs to facilitate the procurement of specific commodities.

- A. HLL s
- B. Cavikare s.
- C. ITC s.
- D. P&G s.

ANSWER: C

248. Each kiosk set up by ITC is a part of _____ model for its procurement centre.

- A. syndicate distribution.
- B. corporate SHG linkage.
- C. hub and spoke.
- D. rural distribution.

ANSWER: D

249. _____, the national television of India, is one of the largest terrestrial networks in the world.

- A. Doordarshan.
- B. CNN.
- C. Sun.
- D. Asianet.

ANSWER: A

250. _____ are gathering of people away from their residences for entertainment and for the sale and purchase of goods and services at a particular time.

- A. Festivals.
- B. Melas.
- C. Haats.
- D. Mandis.

ANSWER: B

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