REV-01
BBA/20/05

2025/06

SET A

BACHELOR OF BUSINESS ADMINISTRATION
SIXTH SEMESTER
RURAL MARKETING
BBA – 604[CCEC]

[USE OMR FOR OBJECTIVE PART]

Duration: 3 hrs. **Full Marks: 70**

(Objective)

Time: 30 min. **Marks: 20**

Choose the correct answer from the following: *1×20=20*

1. Which initiative by ITC is used to establish direct contact with farmers in rural India?
   a. E-Choupal
   b. Project Shakti
   c. Grameen Bazaar
   d. Krishi Mela

2. Rural India contributes significantly to the demand for products such as FMCG. What does FMCG mean?
   a. Foreign Market Consumer Goods
   b. Fast Moving Consumer Goods
   c. Flexible Marketing and Consumer Growth
   d. Farm Management and Consumer Goods

3. Which of the following is not a characteristic feature of the rural market in India?
   a. Large and Scattered Population
   b. Agriculture-Based Economy
   c. Traditional Mindset
   d. High and Stable Income

4. What does a rural market refer to?
   a. A market for international products in urban areas
   b. Markets located in metro cities with high-income consumers
   c. Markets located in villages where consumers buy goods for daily needs
   d. Shopping malls in developing towns

5. Which of the following is not a part of demographic segmentation of rural markets?
   a. Age
   b. Gender
   c. Religion
   d. Hobby

6. Which of the following is a common promotional pricing methods employed in rural markets?
   a. Special event pricing
   b. Warranties and service contracts
   c. Psychological discounting
   d. All of these

7. The MICA Rural Market Rating is a comprehensive tool developed by:

a. Mudra Institute of Communications, Ahmedabad
b. Media Institute of Communication and Advertising
c. Marketing Institute of Communication and Advertising
d. Management Institute of Communications and Analytics

8. Which of the following is the correct order of steps involved in selecting and attracting markets?

a. Targeting, Segmenting, Positioning
b. Segmenting, Targeting, Positioning
c. Positioning, Targeting, Segmenting
d. Segmenting, Positioning, Targeting

9. Which amongst the following is not a part of the consumer behavior buying process?

a. Problem recognition
b. Purchase decision
c. Product development
d. Post purchase behavior

10. Which of the following research methods involves gathering qualitative insights through guided discussions with a small group of people?

a. Surveys
b. Interviews
c. Customer Observation
d. Focus Groups

11. Which of the following is considered to be a physical input in agriculture?

a. Fertilizers
b. Water
c. Pesticides
d. Livestock Feed

12. What is the primary purpose of government subsidies in agriculture?

a. To reduce crop yields
b. To reduce the number of farmers
c. To lower the cost of critical agricultural inputs
d. To increase taxes on agricultural products

13. The rural media mix can be broadly categorized into three segments. What are the three segments?

a. Traditional media, BTL promotions and digital and emerging Media
b. Print media, broadcast media and social media
c. Outdoor media, radio advertising and television
d. Newspapers, magazines and online ads

14. What are the major channels of distribution in rural markets?

a. Direct and Indirect Methods
b. Direct and Innovative and Traditional Rural Distribution Methods
c. Indirect and Innovative and Traditional Rural Distribution Methods
d. Direct, Indirect and Innovative and Traditional Rural Distribution Methods

15. BTL promotional activities are high-impact, ground-level marketing interventions that offer direct interaction with rural consumers. Here, BTL stands for:

a. Below-the-Line
b. Brand-To-Local
c. Business-To-Loyal
d. Brand-Tied Loyalty

16. Which of the following is not a type of mobile marketing?

a. SMS Campaigns
b. Television Advertising
c. Interactive Voice Response (IVR)
d. WhatsApp Marketing

17. Which of the following is not a key agriculture-related variable used in TRMI?

a. Agricultural Labourers
b. Urban Population
c. Gross Cropped Area
d. Tractors

18. Which of the following is not an agency that facilitates agricultural marketing in India?

a. APMC
b. NAFED
c. RBI
d. FCI

19. Governments set MSP to guarantee farmers a minimum price for their produce. The full form of MSP is:

a. Minimum Selling Price
b. Maximum Selling Price
c. Minimum Support Price
d. Maximum Support Price

20. Which of the following is not one of the main categories of rural market data organized by the Lin: Quest software?

a. Urban Development
b. Demographic
c. Agricultural
d. Income

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Descriptive

Time: 2 hr. 30 mins. **Marks: 50**

[Answer question no.1 & any two (4) from the rest]

1. What are the constraints in Rural Marketing? What strategies must be adopted to overcome the constraints? 5+5=10

2. Explain the various steps involved in the process of consumer behavior in rural markets. 2*5=10

3. What do you mean by the 4 A's approach to Rural Markets of India? Explain each of them in detail. 2+8=10

4. Write short notes on: 5+5=10
   (a) Thomos Rule of Marketing Index
   (b) Lin-Quest

5. Mention any five challenges in agricultural marketing and explain each of them in brief. 2*5=10

6. What do you mean by agricultural inputs? Briefly explain the four different types of agricultural inputs. 2+8=10

7. "There are various advertising and sales promotion strategies that are effective in rural markets." Explain. 10

8. Name all the four components involved in managing physical distribution in rural markets. Explain each of them. 2+8=10

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