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70660

(Set 2 - Solution)  
(Final)

**Rural Marketing**

**SYBMS**

**SOLUTION**

Q1. A. Match the Column

S. No.	Column A	Column B
1	Bicycle	Durable Product
2	Value Engineering	Cheaper Product
3	PMRY	Rural Development by Government
4	NABARD	Kisan Credit Card
5	Many Languages	Barrier to rural marketing
6	Live stock and Poultry	Allied Sector
7	Symbol & Design	Branding
8	e-Chaupal	ITC
9	Protection from spoilage	Packaging
10	Haat	Traditional Market

Q1. B. State whether the statements are TRUE or FALSE

1. Marketing of agri products is done from rural to urban. **T**
2. FMCG constitutes major portion of rural market. **T**
3. The status of a consumer has no effect on choice of products in rural area. **F**
4. The Caste factor continues to impact the overall structure within the society. **T**
5. Technology has no impact on rural consumer behaviour. **F**
6. Radio is a traditional form of market. **F**
7. Competition in the rural market is complex. **T**
8. Social class is an important base for Psychographic Segmentation. **T**
9. Direct Marketing involves middlemen. **F**
10. AMUL is an example of co-operative business model. **T**

Note: Assessors can use their own discretion for further marking.

Thank you