(MARKETING AND SALESMAINSHP-II)
(FYBCOM: SEM-II)

(Topic –III: Rural Marketing-MCQs)

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1. ........ is the process of creating distribution chains of goods and services in the rural areas for the customers in the rural areas, and trying the sales promotion and meeting the needs of the people there.

   A. Urban marketing
   B. Semi-urban marketing
   C. Rural marketing
   D. Marketing

Ans: C (Rural marketing)

(Rural marketing mainly meets the needs of customers in rural areas.)
2. A feature of rural marketing is the large and .......... market.
   A. attractive
   B. neat
   C. limited
   D. scattered

Ans: D (scattered)

(In rural areas, there is more population and this population is the consumers of rural areas. These consumers in rural areas are scattered in the corners of the country.)
3. Rural marketing depends mainly on the ........ area.
   A. rural
   B. urban
   C. semi-urban
   D. citizen

Ans: A (rural)
(Since rural marketing is mainly done in rural areas, it is dependent on rural areas.)
4. Rural marketing leads to direct agricultural production to .......... areas.

   A. rural
   B. social
   C. urban
   D. semi-urban

Ans: C (urban)

(Rural marketing leads to sale rural agricultural products in urban markets.)
5. Communication in rural marketing creates .......... barriers.

A. money
B. linguistic
C. goods
D. individual

Ans: B (linguistic)

(Since people of different casts and religions live in rural areas, they have many languages so the marketers do not know all the languages.)
References:

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Thank You