

**MA RURAL DEVELOPMENT**  
**Fourth Semester**  
**RURAL MARKETING & INFRASTRUCTURE**  
**(MRD – 403 B)**

**Duration: 3Hrs.**

**Full Marks: 70**

Part-A (Objective) =20  
Part-B (Descriptive) =50

**(PART-B: Descriptive)**

**Duration: 2 hrs. 40 mins.**

**Marks: 50**

Answer any *four* from *Question no. 2 to 8*  
*Question no. 1 is compulsory.*

1. Write an account on the objectives of rural marketing. Classify the market in the context of rural India. (10)
2. Differentiate between Open and Regulated Market. Mention the problems of agricultural farmer. (10)
3. Define Rural Marketing. State the characteristics of a rural market. (10)
4. Discuss the functions of DMI and portray the organization structure of DMI. (10)
5. Show the relationship between Demand, Supply and Price by illustrating an example. (10)
6. Explain the market dynamics in the milieu of agricultural products. (10)
7. Illustrate the role of Cooperative in rural marketing. (10)
8. Explain the Channels of rural marketing. (10)

\*\*\*\*\*

**MA RURAL DEVELOPMENT**  
**Fourth Semester**  
**RURAL MARKETING & INFRASTRUCTURE**  
**(MRD – 403 B)**

**Duration: 20 minutes**

**Marks – 20**

**(PART A - Objective Type)**

**I. Choose the correct answer:**

**1×20=20**

1. The demand for goods and services in India depends mainly on:  
a. Agriculture                      b. Rainfall  
c. Inflation                          d. Income
2. The rural population is moving towards urban sector for:  
a. Business                          b. Employment  
c. Education                        d. All of these
3. Which of the following developments in agriculture results in overall rural development?  
a. Technological                    b. Cultural  
c. Social                              d. Structural
4. Rural markets and rural marketing involve a number of strategies which include:  
a. Management of demand        b. Developmental marketing  
c. Unique selling proportion      d. All of these
5. Which of the following represents the most dramatic force shaping a modern marketer's destiny?  
a. The natural environment        b. Deregulation  
c. Technological environment      d. Political environment
6. 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
7. FMCG stands for:  
a. First Moving Consumer Goods    b. Fast Moving Consumer Goods  
c. For Moving Consumer Goods      d. None of these
8. Pricing signals that are created as a result of changing supply and demand levels in a given market is:  
a. Cooperative                        b. Market Dynamics  
c. NCDC                                d. None of these
9. QC stands for:  
a. Quality Control                    b. Quality Coverage  
c. Quality Classification            d. Quality Calculation

10. AMUL is an example of:  
a. Cooperative Marketing            b. Open Marketing  
c. Regulated Marketing              d. All of these
11. DMI has its head office in how many states?  
a. 10                                    b. 12                                    c. 14                                    d. 11
12. Green Revolution is classified in which phase of rural marketing?  
a. 1960 and earlier                    b. 1960-1990  
c. 1990 to present                    d. None of these
13. Which is the process of marketing occurs in steps?  
a. Developing a marketing strategy.  
b. Building a marketing plan.  
c. The relative advantage of the innovation over alternative ideas.  
d. Both (a) and (b).
14. Price is generally determined:  
a. As a result of competition's price    b. Primarily as a result of customer's demand  
c. Primarily from cost                    d. All of these
15. The biggest challenge for marketers are:  
a. Targeting the market place        b. Creating awareness of a brand  
c. Testing the new product            d. All of these
16. One of the chief goals of the implementation function in marketing management is to:  
a. Take corrective action              b. Develop strategic plans  
c. Develop marketing plans            d. Carry out the plans
17. Consider the following statements and identify the right ones:  
I. NABARD was set up by an act of Parliament in 1982.  
II. It facilitates credit for agriculture only.  
a. I only                                b. II only                                c. Both                                d. None
18. The Rural Consumers are:  
a. The Affluent                        b. The Middle Class  
c. The Poor                              d. All of them
19. Which of the following is a Government initiative towards support Agricultural farmers?  
a. KCC                                    b. NOAPS                              c. REP                                    d. NLM
20. MNC stands for:  
a. Multi National Collaboration        b. Multi National Companies  
c. Multi National Colloquium            d. Multi National Centres

\*\*\*\*\*