

Question 1

Question text

According to MART, Brand adherence is:

Select one:

- Low among rural consumers
- High among rural consumers
- Lacking among rural consumers
- Moderate among rural consumers

Question 2

Question text

Rural consumers are exploited due to;

Select one:

- Lack of education
- Low purchasing power
- Lack of choice
- All the above

Question 3

Question text

What is the total size of rural market?

Select one:

- 195000 crores
- 173000 crores
- 146000 crores
- 178000 crores

Question 4

Question text

Rural India accounts for about _____percent of Indias GDP

Select one:

- 59%
- 72%
- 50%

43%