

MS - 611

**Management Programme (MP) / Post Graduate Diploma in Marketing
Management (PGDMM)**

**ASSIGNMENT
For
July 2023 and January 2024 Sessions**

MS - 611: Rural Marketing

**(Last date of submission for July 2023 session is 31st October, 2023
and for January 2024 sessions is 30th April, 2024)**



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MS - 611
Course Title	:	Rural Marketing
Assignment Code	:	MS - 611/TMA/JULY/2023
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the Coordinator of your study centre. Last date of submission for July 2023 session is 31st October, 2023 and for January 2024 sessions is 30th April, 2024.

1. What are the specific challenges for marketers intending to make a bid for the rural markets? Explain with examples.
2. What kind of sampling techniques can be used for rural markets while undertaking research? Discuss.
3. Visit any nearby village in the vicinity of your town and observe the price differentials across product category if any. Attribute the reasons for the same.
4. What is the relevance of sales promotion to the rural markets? Design and develop a rural sales promotion programme for Motorcycle tyres.
5. Can self-help groups be utilized in an organized manner by manufacturers? What problems and opportunities do you see in this relationship? Explain.