

MMPM-008

**Master of Business Administration (MBA)/ Master of Business
Administration (Online) MBA(OL) / Master of Business
Administration(Marketing Management) (MBAMM)**

ASSIGNMENT

For

January 2024 and July 2024 Sessions

MMPM-008: RURAL MARKETING

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



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
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ASSIGNMENT

Course Code	:	MMPM-008
Course Title	:	Rural Marketing
Assignment Code	:	MMPM-008/TMA/JAN/2024
Coverage	:	All Blocks

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

1. What are the key issues and challenges that differentiate rural markets from urban markets? Discuss.
2. Discuss how education and occupation affect the consumption and buying process of rural consumers in case of:
 - a) Mobile Phones and internet services
 - b) Two wheelers
3. The price/quality issue has for quite some time been a typical dilemma for marketers trying to access the rural market. Due to the low-paying capacities of the rural consumer, marketers have typically loaded the retail points with stripped-down, lower-priced versions of the urban brands, only to find that quite a few rural consumers are flocking to the nearby feeder town for the products “like the urban people buy.” How do you think marketers aiming to focus on rural markets should respond to these price/ quality issue?
4. How does the physical infrastructure affect the distribution choices available to rural marketers?
5. **Write short notes on following:**
 - a) Role of Technology in Rural marketing
 - b) Hierarchy of markets for rural consumers.
 - c) Rural start-up opportunities