

MS - 611

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

**ASSIGNMENT
For
July 2024 and January 2025 Sessions**

MS - 611: Rural Marketing

**(Last date of submission for July 2024 session is 31st October, 2024
and for January 2025 sessions is 30th April, 2025)**



**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/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 July 2024 session is 31st October, 2024 and for January 2025 sessions is 30th April, 2025.

1. What are the implications of the rural-urban income disparity for marketers? How does it affect rural marketing? Comment with suitable examples.
2. Identify the key differences in the environmental factors affecting buyer behaviour for rural and urban markets.
3. Do you agree that stripped down versions for rural markets at a lower cost or similar cost structures but smaller quantity can be effective as alternate strategies? Comment
4. What are the communication concepts that must be borne in mind while communicating to the rural audience? Illustrate with examples.
5. What are the different place utility preferences that rural consumers display? Do these preferences vary across product classes? Discuss the implications for their preferences for marketers.