

MS-611

Management Programme

ASSIGNMENT
January 2022 Session

MS - 611: Rural Marketing
(Last date of submission for
January 2022 session is 30th April, 2022)



School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
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ASSIGNMENT

Course Code	:	MS-611
Course Title	:	Rural Marketing
Assignment Code	:	MS-611/TMA/JULY/2022
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 2022 session is 30th April, 2022.**

1. What do you understand by the term 'rural markets'? What are the implications for an FMCG company wanting to enter rural markets, in terms of
 - (a) its rural product mix
 - (b) its pricing strategy
2. Explain the role of Melas and Haats in rural distribution.
3. How do culture and social class influence rural buying behaviour? Explain with reference to purchase of a consumer durable product.
4. What are the major objectives of sales promotion? Suggest rural sales promotion methods for the following products (any two)
 - (a) Tooth powder
 - (b) Biscuit
 - (c) Cooking oil
5. Discuss the impact of technology on rural marketing.