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MANAGEMENT PROGRAMME

Term-End Examination

December, 2013

MS-611 : RURAL MARKETING

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

Note : This paper consists of Two Sections A and B. Attempt any Three Questions from Section A. Section B is compulsory. All questions carry equal marks.

SECTION-A

1. What are the characteristics of the Rural Marketing Environment as well as the Rural Infrastructure that affect the marketing decision for the Rural Market ? Explain.
2. (a) Explain the Buyer Behaviour Process in the Context of Rural Markets.
(b) "Rural Markets are growing" ? Comment on the above statement by highlighting the current trends in the consumption pattern of Rural Consumers.
3. (a) Suggest a suitable distribution strategy for marketing FMCG products in Rural Markets. What type of Retail Stores are preferred by Rural Consumers ?

- (b) What pricing method would you suggest for the following rural products :
 - (i) Colour TV
 - (ii) Hair Oil

4. Write short notes on **any three** of the following :
- (a) Impact of Rural Politics on Rural Marketing.
 - (b) Role of NGO', in marketing products in Rural India.
 - (c) Various Marketing Research Organisations in Rural Research and the Sources of Secondary Data.
 - (d) Promotion Mix for promoting Tractors in Rural Markets.
 - (e) Role of Heats and Fairs in Consumer Durables Retailing in Village.

SECTION-B

5. Taking a FMCG product of your choice discuss the following :
- (a) Important product strategies you would suggest for rural markets.
 - (b) Whether product adaptations would be required for different regions.
 - (c) Importance of brandy for rural markets.
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