

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**June, 2021**

**MS-611 : RURAL MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage : 70%)*

- 
- Note :** (i) Attempt any **three** questions from Section A.  
(ii) Section B is **compulsory**.  
(iii) All questions carry equal marks.
- 
- 

**SECTION A**

1. (a) What are Rural Markets ? What is the nature of transactions that take place in rural markets ? Discuss.  
(b) Discuss the impact of technology in rural markets. Also explain the rural technology initiatives taken by few Indian companies marketing their products in Rural Areas.
2. Explain the Buyer Behaviour process in the context of Rural Markets. Taking cues from rural consumers, explain their decision-making process with respect to information search; sources of information; evaluation of alternatives and how they arrive at purchase decision with respect to FMCG products. Give suitable examples.

3. Identify the major differences between pricing strategies for the Rural v/s the Urban markets. How would the pricing decision for villages in India be addressed if we were to decide on price of
- (a) Ceiling fan ?
  - (b) Hair oil for men and women ?
- Discuss.

4. Write short notes on any **three** of the following :
- (a) Branding Decisions for Rural markets
  - (b) Ways of Promotion and Demonstration in the Rural Context
  - (c) Indicators considered for constructing Rural Market Index
  - (d) Behavioural Aspects in Rural Distribution
  - (e) Business Environment of Rural Markets

## SECTION B

5. A company is making consumer toiletries and is very successful in Urban Markets of India. Knowing the growth in Rural Markets, the company has now decided to fray into rural markets in India. They want to carry out Market Research to understand rural buying behaviour and therefore want suggestions regarding the following :
- (a) What information needs to be gathered in this Market Research process to be successful ?
  - (b) Market observations in terms of :
    - (i) Product range to be offered
    - (ii) Distribution methods to be used
- How could you help the company in gathering the above information required for successful marketing in Rural Markets in India ?
-