

No. of Printed Pages : 3

MS-611

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2023

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 the unique characteristics of Rural Markets ? Discuss the socio-economic profile of rural consumers.
(b) Explain the major challenges presented by Rural Markets for Marketers in India.
2. (a) Discuss the differences in Marketing Research for Urban and Rural Markets.
(b) What are the primary data collection tools that can be used in rural markets ? Justify your answer.

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3. What type of product strategies would you suggest to a marketer of economy range of personal hygiene products seeking to enter the rural market ? Discuss with the help of suitable examples.
4. Write short notes on any *three* of the following :
 - (a) Promotional pricing methods
 - (b) Media strategy for moped and motorcycle for rural market
 - (c) Rural Consumer behaviour.
 - (d) Role of periodic markets in rural distribution
 - (e) Indirect distribution *vs.* Direct distribution choices for rural markets

Section—B

5. The firm ABC is into marketing of Detergents—both soap and powder in the urban markets. Looking at the saying “Fortune at the Bottom of The Pyramid”, the firm has decided to venture into the rural markets. Identifying a Rural Region of your choice, how as a Rural Marketer you can guide such a firm with respect to :
 - (a) What information you would like to gather as a part of Rural Market Research helpful in Rural Marketing ? Discuss.

[3]

- (b) What is the role of rural culture in buying behaviour of rural consumers and other reference group that determine the buying decision-making process of the rural consumers ?
- (c) What changes may be required in the product packaging and promotion for rural markets ?