

Management Programme

ASSIGNMENT
for
July 2022 and January 2023 sessions

MS-611: Rural Marketing

(Last date of submission for July 2022 session is 31st October, 2022 and for January 2023 session is 30th April, 2023)



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/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 July 2022 session is 31st October, 2022 and for January 2023 session is 30th April, 2023.**

1. Comment upon how the rural economic environment affects the marketing decisions for the rural market with suitable example.
2. Visit any nearby village in the vicinity of your town and spend half a day at any retail outlet. Identify the approaches of customer in buying and list them down based on the steps in the buyer behaviour process.
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. Discuss 'language' as a variable in message development in view of the multilingual, multi-ethnic nature of rural India.
5. How would the Thomson Market Index enable a marketer to take appropriate marketing decisions? Critically comment upon the utility of the tool.