

MS-611

Management Programme

**ASSIGNMENT
(January to December)
2021**

MS - 611: Rural Marketing



**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/SEM-I/2021
Coverage	:	All Blocks

Note: Attempt all the questions and submit this Assignment to the Coordinator of your Study Centre on or before 31st October, 2021.

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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.