

## **Management Programme**

**ASSIGNMENT  
FIRST SEMESTER  
(January to June)  
2021**

*This Assignment is being provided to only those students who are going to complete their maximum duration in the admission cycle January 2021 (TEE June 2021). For all other students the Assignments for this course will be available in July 2021 admission cycle (TEE December 2021) and therefore they should not attempt this Assignment.*

### **MS - 611: Rural Marketing**



**School of Management Studies  
INDIRA GANDHI NATIONAL OPEN UNIVERSITY  
MAIDAN GARHI, NEW DELHI – 110 068**

## ASSIGNMENT

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Course Code	:	MS-611
Course Title	:	Rural Marketing
Assignment Code	:	MS-611/TMA/SEM-I/2021
Coverage	:	All Blocks

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**Note:** 1. *This Assignment is being provided to only those students who are going to complete their maximum duration (validity period) in the admission cycle January 2021 (TEE June 2021). For all other students the Assignments for this course will be available in July 2021 admission cycle (TEE December 2021) and therefore they should not attempt this Assignment.*

2. Attempt all the questions and submit this Assignment to the Coordinator of your Study Centre on or before 30<sup>th</sup> April, 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.