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MANAGEMENT PROGRAMME

Term-End Examination

December, 2018

MS-611 : RURAL MARKETING

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

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

1. Discuss various Socio-economic indicators that make rural market a different market. If these demographics are different, what in your opinion are implications for segmenting rural markets and marketing challenges presented by rural markets ?
2. Explain the buyer behaviour process in the context of rural markets with respect to arriving at a decision to buy a Tractor.
3. (a) What can be the various pricing strategies for rural markets ? Explain pricing decision for small villages in India if you were to decide on price of :
 - (i) Common Salt
 - (ii) Cold Creams

- (b) What is Promotional Pricing ? Explain in brief some of the promotional pricing methods adopted in rural markets.
4. Write short notes on **any three** of the following :
- (a) Some Innovative methods in Rural promotion.
 - (b) Behavioural aspects in Physical Distribution
 - (c) Branding and Packaging decisions.
 - (d) Use of Family Life Cycle in Consumer Behaviour.
 - (e) The structure of the Rural Society.

SECTION - B

5. **Case :**

A company has decided to make detergent exclusively for rural markets of Haryana. They after understanding the preferences of rural consumers want to create a marketing strategy to market their detergents in Rural Haryana.

- (a) Suggest what type of product mix, pricing strategy, packaging and pricing they should have to market their products in rural Haryana.
 - (b) To target rural Consumers of Haryana in the Villages identified, what type of promotional and distribution strategy they need to adopt ? Explain.
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