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**MS-611**

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**December, 2020**

**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. (a) What are the specific challenges for marketers intending to make a bid for the rural markets ? Explain with the help of examples.
- (b) Explain the role of reference groups in the context of rural markets, giving suitable examples.

2. (a) Discuss the significance of Melas and Haats for rural communication.
- (b) Explain the relevance of symbols, pictorial representations, music and rhythm for designing rural promotion.
3. (a) With the help of example explain the behavioural aspects in rural distribution.
- (b) Explain the implications of seasonal demand on rural distribution.
4. Write short notes on any *three* of the following :
  - (a) The structure of rural society and its impact on rural marketing
  - (b) Differences in urban-rural market research
  - (c) Rural pricing strategies
  - (d) Impact of technology on rural marketing
  - (e) Nature of transactions in rural markets

### **Section—B**

5. (a) As a marketer of Fast Moving Consumer Goods you have developed a product (you may consider any product of your choice)

**[ 3 ]**

specifically targetted at rural markets.  
Suggest a suitable branding and packaging  
strategy for your product.

- (b) For the above product formulate a sales  
promotion strategy with the objective of  
inducing product trials by the rural  
consumers.