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MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2021

MS-611 : RURAL MARKETING

Time : 3 Hours

Maximum Marks : 100

(Weightage : 70%)

Note : (i) Attempt any **three** questions from Section A.

(ii) Section B is compulsory.

(iii) All questions carry equal marks.

Section—A

1. (a) What are the characteristics of Rural Consumers ? Discuss.

(b) What are the specific challenges faced by markets trying to market products like refrigerators, or other consumer goods for the rural markets in India ? Discuss.

2. (a) Explain the role of reference groups in the context of rural markets and explain how it differs from the urban markets.

(b) Explain the importance of culture and subculture on rural behaviour giving suitable examples.

3. (a) Discuss the various product strategies for the rural markets. What would you suggest to a marketer of bathing soaps in terms of product strategy seeking to enter rural markets ? Discuss.

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- (b) Explain the concept of promotional pricing in the context of rural markets. Give examples.
4. Write short notes on any *three* of the following :
- (a) Rural marketing research
 - (b) Packaging decisions for rural markets
 - (c) Sales promotion methods used by rural markets
 - (d) Concept of Self Help Groups (SHG) and their role in rural distribution
 - (e) Factors influencing rural buying behaviour

Section—B

5. A Global ABC Company into consumer durables like TV, Refrigerators etc. wants to enter Indian Rural Markets. They are already a leading player in the urban domestic market

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backed by superior design and technology in India.

The company has appointed you as a retail manager for the rural operations. Based on your knowledge of rural markets. Suggest :

- (a) Suitable rural product mix.
- (b) Ways to rural promotion.
- (c) Ways to rural distribution.

Assume any information not given in the above situation.

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