

MANAGEMENT PROGRAMME

(MP)

Term-End Examination

December, 2022

MS-611 : RURAL MARKETING

Time : 3 Hours

Maximum Marks : 100

(Weightage : 70%)

Note : (i) Attempt any **three** questions from Section A. Each question carries **20** marks.

(ii) Section B is compulsory and carries **40** marks.

(iii) All questions carry equal marks.

Section—A

1. (a) What are unique characteristics of Rural Markets ? What marketing implications are involved because of these unique characteristics of rural markets ?

- (b) Explain the Buyer Behaviour process in context of rural markets of rural consumers. Take an example to illustrate your answer.
2. (a) Write a note on methods popularly used in Rural Distribution.
- (b) How the promotion methods will differ in case of the following products in context of rural markets ?
- (i) Soft Drinks
- (ii) Ceiling Fans
3. (a) Explain the concept of promotional pricing in the context of rural markets.
- (b) How is product modification a better course of action for rural markets ? Discuss with examples.
4. Write short notes on any **three** of the following :
- (a) Packaging decision for rural markets
- (b) New product launch in rural areas
- (c) Behavioural aspect in rural distribution
- (d) Physical Distribution System in Rural Markets
- (e) Impact of technology in Rural Market

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Section—B

5. A company from North India wants to introduce a detergent for rural consumers :
- (a) Design a suitable advertising for the detergent powder message.
 - (b) Use of social media, video raths, Video on wheels, Cinema Van Operations etc. for rural promotion. Are they effective and which out of the above can be used ?