

No. of Printed Pages : 3

**MS-611**

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**December, 2023**

**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 elements of rural environment that are studied by rural marketer ? Discuss.
- (b) How does the structure of rural society differ from the urban societies of today ? As a result of difference, how would rural usage and purchase pattern differ ? Discuss with the help of examples.

**P. T. O.**

2. Discuss the consumer buying process followed by rural consumers. How will you use your understanding of the influence of factors like attitudes motivation and lifestyles to plan your marketing strategies for the rural markets ? Explain with suitable examples.
3. Discuss various pricing strategies that can be used by rural marketers. Do price differential, across product categories exist between urban and rural markets ? Give reason for the same.
4. Write short notes on any *three* of the following :
  - (a) Channel selection for rural markets
  - (b) Packaging decision for rural markets
  - (c) Role of Self Help Groups in access to rural markets
  - (d) USPs for toilet soap and shoes for rural markets
  - (e) Organisation involved in rural research

### **Section—B**

5. Looking of the growth of Consumer Electronics Markets, a company selling in urban markets has decided to venture into rural markets. As a

[ 3 ]

part of marketing in rural India, you have been asked to advise the rural marketing team. How would you advise the company, with respect to :

- (a) Bases that can be used to segment the rural market if you want to operate in rural Haryana or any region of your choice (please specify the region).
- (b) What marketing mix with respect to product, promotion, pricing, channel of distribution and physical distribution you will suggest to the company to make their rural initiative a success ?