

MANAGEMENT PROGRAMME

Term-End Examination

June, 2014

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. What do you understand by the term 'rural markets' ? Discuss with the help of examples the marketing challenges presented by rural markets.

2.
 - (a) What are the main sources of information search that are utilized by rural consumers ? Explain giving suitable examples.
 - (b) What are the key differences between rural and urban marketing research ? Discuss with the help of examples.

3.
 - (a) Explain the concept of promotional pricing in the context of rural markets.
 - (b) Explain the relevance of symbols, pictures and use of colours in rural communication, giving suitable examples.

4. Write short notes on **any three** of the following :
- (a) The structure of rural society
 - (b) Menace of spurious products
 - (c) Planning sales promotion
 - (d) Rural advertising through conventional media
 - (e) Behavioural aspects in rural distribution

SECTION-B

5. India's refrigerator market is highly competitive and is catered by a large number of brands. And there is a surplus supply, with all the manufacturers trying out for new strategies in the market.

A new company is entering the market and has conducted a research which revealed that urban and city sales are declining and hence all manufacturers are trying to concentrate on rural markets. The company plans to customize its products with special attention to rural markets. Suggest a suitable marketing strategy to the company for entering rural markets.
