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**MS-611**

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**June, 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 do you understand by the term 'Rural Markets' ? Explain the nature of transactions that take place in the rural market.

- (b) With the help of examples, explain the differences between urban and rural market research.
2. (a) Discuss the product strategies for the rural markets. Is product modification a better course of action than developing a product specifically for the rural market ? Discuss.
- (b) Explain the concept of promotional pricing in the context of rural markets.
3. (a) What is Sales Promotion ? Discuss its relevance to the rural markets.
- (b) What are the different place utility preferences that rural consumers display ? Discuss the implications of their preferences for marketers.

4. Write short notes on any *three* of the following :
- (a) Impact of rural politics on rural marketing
  - (b) Family life cycle and lifestyle
  - (c) Rural advertising through conventional media
  - (d) Usage of symbols and pictures in rural communication
  - (e) Dynamics of rural physical distribution

**Section—B**

5. (a) What are the factors that influence rural buying behaviour ? What in your opinion would be the most influential reference groups for the following products and why ?
- (i) Tractor
  - (ii) Washing Soap/Detergent

(b) What are the major challenges for effective marketing communication for rural markets ? Suggest suitable media strategy for the following products :

(i) Motorcycle

(ii) Tea