

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**June, 2022**

**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) Discuss the unique features of Indian Rural Markets. What are the marketing challenges involved in it ? Discuss.
- (b) Explain the bases that can be used to segment Rural Markets in India.
2. (a) How does buyer behaviour differ in case of Rural Markets ?
- (b) Write a short note on Rural Economic Environment. Discuss economic indicators of rural environment.

3. (a) Discuss the differences in Urban-Rural Market Research.
- (b) You have been assigned the task of collecting information on the ideal attributes that rural people want in a two-wheeler. What are the ideal attributes that rural consumers look for in two-wheelers ? How will you go about in collection of information ?
4. Write short notes on any *three* of the following :
- (a) Influence of Culture and Sub-culture in Rural Settings
- (b) Product Strategies Relevant for Rural Markets
- (c) Pricing Strategies in Rural Markets
- (d) Rural Promotion
- (e) Distribution in Rural Marketing in India

## SECTION B

5. Philips India Limited, a leading player in consumer electronics, showed interest in entering rural markets to promote Philips LCD TVs.
- (a) Develop a suitable media campaign targeting dealers, and rural households.
  - (b) How will you evaluate the effectiveness of these campaigns ?
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