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MS-611

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2024

MS-611 : RURAL MARKETING

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : *Attempt any **three** questions from Section A, Section B is compulsory. All questions carry equal marks.*

Section—A

1. (a) Define Rural Marketing. Discuss the economic environment and its impact on marketing decisions for the rural markets.
(b) What are the making implications of the political environment in the village ?
2. (a) Explain the role of reference groups in the context of rural markets and explain how it differs from the urban markets.

P. T. O.

- (d) Explain the factors affecting the rate of adoption of innovation in a given rural market. Give examples in support of your answer.
3. Describe the steps in planning a sales promotion effort for the rural markets. How would you design a rural sales promotion programme for :
- (a) Cycle Tyres ?
 - (b) Bathing Soap ?
4. Write short notes on any *three* of the following :
- (a) Communication concepts to be kept in mind while communicating to the rural audience.
 - (b) Hierarchy of markets for rural consumers.
 - (c) Dynamics of Physical distribution with respect to decision areas involved in Physical Distribution for rural markets.
 - (d) Pricing strategies for Rural Markets.
 - (e) Role of Culture and Subculture of rural markets on perception and behaviour of rural consumers.

Section—B

Case Study

A company into electronic products like TV; wants to enter rural India, targeting three states of Haryana, Madhya Pradesh, Rajasthan. You have been appointed as a Rural Marketing Manager and are given the following task :

- (a) Design a rural market research programme to find out the requirements of Rural Consumers with respect to for P's— Product, its price, its promotion and its distribution.
- (b) Suggest a suitable marketing mix strategy to such a company to be successful through rural marketing research.