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MS-611

MANAGEMENT PROGRAMME

Term-End Examination, 2019

MS-611 : RURAL MARKETING

Time : 3 Hours]

[Maximum Marks : 100

(Weightage : 70%)

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

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**SECTION-A**

1. (a) Briefly explain with the help of examples the differences in environmental factors affecting rural and urban consumer decision-making in Indian market.
- (b) Identify the factors that influence consumer buying behaviour. Explain the role of reference groups in the context of rural markets, giving suitable examples.
2. (a) How do marketers gain from rural marketing research ? Explain the differences in urban Vs. rural market research.

- (b) Explain the negative impact of spurious products on marketers of FMCG products in rural markets. How would you, as a marketer, address the menace of spurious products ?
3. (a) What are the commonly used methods of rural sales promotion directed at the consumers ? Identify and describe some rural sales promotion efforts aimed at generating trial.
- (b) "The retailer is perhaps the most important link in going the last mile in rural markets." Do you agree ? Comment upon the role and significance of retailers in rural marketing.
4. Write short notes on **any three** of the following :
- (a) Rural seasonal demand and distribution implications
- (b) Promotional Pricing
- (c) Use of T.V. for rural advertising
- (d) Usage of symbols and pictures in rural communication

- (e) Place utility for rural consumers

### **SECTION-B**

5. Assume that you are a manufacturer of packaged food like biscuits and ready-to-eat snacks. Looking at the growing attractiveness of rural markets, you want to make an entry into these markets :

- (a) Explain what marketing challenges you are likely to confront in marketing your products in rural markets.
- (b) Suggest a Marketing Mix for effective marketing of your products in the rural markets. You may select a region of your choice.

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