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MS-611

MANAGEMENT PROGRAMME (MP)
Term-End Examination
December, 2024

MS-611 : RURAL MARKETING

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) Answer any **three** questions from
Section A. Section B is compulsory.

(ii) All questions carry equal marks.

Section—A

1. What are the characteristics of Rural Markets ?
Considering the rural environment, what changes in marketing mix can be suggested ?
Illustrate with examples briefly.
2. Explain the buyer behaviour process in the context of rural markets. Bring out the specific differences in behaviour that rural buyer exhibit, while selecting consuming and disposing off goods and services.

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3. (a) Discuss the important product strategies for rural markets and product modification decisions for rural markets.
- (b) Explain the pricing methods and strategies used in rural markets.
4. Write short notes on any **three** of the following :
 - (a) Concept of promotional pricing in rural markets
 - (b) Innovative methods in rural promotion
 - (c) Sales promotion schemes directed at rural consumers
 - (d) Role of Melas and Haats in rural distribution
 - (e) Rural initiatives in information technology for rural markets

Section—B

5. A company in North India is in the business of detergents. The said company wants to market these detergents – both soap and detergent powder for washing clothes in rural areas of North India. As a newly appointed Rural

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Marketing Manager you are required to advise to the company with regards to :

- (a) What are the marketing challenges presented by the Rural Markets ?
- (b) How can the products be promoted in rural areas ? Suggest alternative media for doing so.

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