

MANAGEMENT PROGRAMME
(MP)

Term-End Examination

December, 2025

MS-611 : RURAL MARKETING

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : Attempt any **three** questions from
Section A. Section B is compulsory.

Section—A

1. (a) What are the characteristics of rural markets ? What Market challenges are involved in rural marketing ? 10
- (b) What are the characteristics of rural consumers ? How can they be classified ? Discuss. 10

2. (a) What steps are involved in rural market research ? 10
- (b) Discuss the techniques which can be used in rural market research. 10
3. (a) Discuss important product strategies that can be used for rural markets. 10
- (b) What types of branding and packaging decisions are involved in rural markets ? Give examples to illustrate your answer. 10
4. Write notes on any *three* of the following : 20
 - (a) Rural pricing strategies
 - (b) Innovative methods in rural promotion
 - (c) Sales promotion experiments in the rural markets
 - (d) E-Choupal : ITC Experiment Concept and Application
 - (e) Dynamics of physical distribution decisions for rural markets

Section—B

5. (a) Comment upon how does the role of retailer differ in the rural and urban contexts. What implications do these differences create for a company seeking to the following products in rural areas ? 15
- (i) Bicycles
 - (ii) Refrigerators
 - (iii) Branded shoes/footwear
- (b) (i) As a Rural Marketing Manager how you would design a rural sales promotion programme for the following : 15
- (1) Televisions
 - (2) Mobile Phones
 - (3) Shampoo
- (ii) For the above products, targeted at rural consumers, suggest suitable Unique Selling Propositions (USPs) and give reasons for selecting the suggested USP in each case. 10

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