

**MANAGEMENT PROGRAMME
(MP)**

**Term-End Examination
June, 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. All questions
carry equal marks.

Section—A

1. (a) Explain the structure of the Rural Society and its implications for marketers.
- (b) Explain the rural initiatives in information technology used by companies in rural markets. Discuss with relevant examples.

2. (a) Write a note on the rural buyer behaviour by discussing the recent trends at the macro-level and current trends in the consumption patterns.

(b) Based on these trends, what implications can be drawn for the marketers ? Discuss with suitable examples.
3. What are the rural pricing methods and strategies that can be used ? Explain them with example.
4. Write notes on any *three* of the following :
 - (a) Adopter categories in Product Adoption.
 - (b) New opportunities of promotion in rural markets
 - (c) Participants in the Rural Distribution process
 - (d) Operation Harvest and Operation Streamline as physical distribution strategy used by HUL
 - (e) Packaging decision for rural markets

Section—B

As a Rural Marketing Manager understanding the demographic profile of the rural markets, what type of market opportunity exist for the following products and services in the rural markets ?

- (i) Cooking Oil
- (ii) Insurance Services
- (iii) Computer Training Services

Design a suitable marketing mix for each of the product and services for marketing in rural areas. (Select the rural areas of your choice and assume any information not given)

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