

MMPM-008

**Master of Business Administration (MBA)/ Master of Business
Administration (Online) MBA(OL)/ Master of Business Administration
(Marketing Management) (MBAMM)**

ASSIGNMENT

for

January 2026 and July 2026 Sessions

**(Last date of submission for January 2026 session is 30th April, 2026
and for July 2026 sessions is 31st October, 2026)**

MMPM-008: RURAL MARKETING



School of Management Studies

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

MAIDAN GARHI, NEW DELHI – 110 068

ASSIGNMENT

Course Code	:	MMPM-008
Course Title	:	Rural Marketing
Assignment Code	:	MMPM-008/TMA/JAN/2026
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2026 session is 30th April, 2026 and for July 2026 session is 31st October, 2026.

1. How do you assess the process of rural development based on the environmental factors. Discuss with examples.
2. Explain the role of personal factors in the context of rural consumers. Also, state how it differs from urban consumers' buying behaviour.
3. Is the qualitative research approach more suitable in the rural context? Describe the different qualitative research tools and techniques used in rural marketing research.
4. How do you price products for different rural market segments (quality-conscious, value-conscious, and price-conscious)? Discuss with the help of suitable examples
5. Write short notes on following:
 - a) Role of digitization in the rural distribution system.
 - b) Impact of financial inclusion initiatives on the rural distribution system.
 - c) scope and opportunities for start-ups in the rural market.