

MS - 611

**Management Programme (MP) /
Post Graduate Diploma in Marketing Management (PGDMM)**

**ASSIGNMENT
For
July 2025 and January 2026 Semesters**

MS - 611: Rural Marketing

**(Last date of submission for July 2025 Semester is 31st October 2025
and for January 2026 Semester is 30th April, 2026)**



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

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| Course Code | : | MS - 611 |
| Course Title | : | Rural Marketing |
| Assignment Code | : | MS - 611/TMA/JULY/2025 |
| Coverage | : | All Blocks |

Note: Attempt all the questions and submit this assignment to the Coordinator of your study centre. Last date of submission for July 2025 Semester is 31st October 2025 and for January 2026 Semester is 30th April, 2026.

1. In what ways are the social factors and institutions likely to impact the design of the marketing mix of a company for the rural market? Critically analyse and comment.
2. How do culture and social class influence rural buying behaviour? Explain with reference to purchase of a consumer durable product.
3. Explain the concept of promotional pricing in the context of rural markets. Do you agree that price differentials across product categories can be the only viable pricing strategy for rural markets? Explain.
4. Discuss the consumer buying process followed by rural consumers. How will you use your understanding of the influence of factors like attitudes, motivation and lifestyles to plan your marketing strategies for the rural markets? Explain with suitable examples.
5. Write short notes on any three of the following:
 - a) Impact of rural politics on rural marketing
 - b) Family life cycle and lifestyle
 - c) Rural advertising through conventional media
 - d) Usage of symbols and pictures in rural communication
 - e) Dynamics of rural physical distribution