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MS-611

MANAGEMENT PROGRAMME

(MP)

Term-End Examination

June, 2026

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) What are the characteristics of Rural Consumer. Discuss the need to study rural marketing as an area of study.
- (b) What specific challenges markets face while going for rural marketing ? Discuss with examples.

2. (a) Discuss the structure of Rural Society that exerts influence on the social lives of rural consumers.
- (b) Explain the role of reference groups in the context of rural markets and discuss how their influence differs from the urban markets with the help of example.
3. (a) Discuss product strategies for rural markets. To a marketer of personal hygiene products seeking to enter rural markets, what product strategy you will suggest ? Discuss.
- (b) For promotion of products like detergents etc. What type of promotional method can be used in rural areas.
4. Write short notes on any *three* of the following :
 - (a) Sales Promotion methods for Rural Markets.
 - (b) Pricing Strategies for rural markets.

- (c) Role of Haats, Melas, e-Choupal in rural distribution.
- (d) Physical distribution strategy for Rural Markets.
- (e) Challenges of conducting Research in Rural Markets.

Section—B

5. (a) After study the rural consumers, discuss the rural marketing mix that can be used by rural marketer in respect of the following products :
- (i) Two-wheeler
 - (ii) FMCG products
 - (iii) Computer Training Services.
- (b) Discuss the involvement of external organisation in conducting Rural Research. How as a marketer of FMCG products in rural areas you can benefit from any external research organization ? What specific information can be gathered by these research organizations ? Discuss.

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