

Bharati Vidyapeeth
(Deemed to be University), Pune
School of Distance Education

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| Assignment No. | | Name of the Assignment Setter: | | Mr.Manjeet Kumar | |
| Course Code: | 434 | Class: | MBA/E-MBA/MBA-HR | Semester: | IV |

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| Subject: | RURAL RETAILING |
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Q.1) Attempt **ANY ONE** of the **Following (1000 Words)** (10)

- a) Explain the buyer behavior process in the context of rural markets with respect to purchase of a tractor.
- b) Draft a STP (Segmentation, Targeting & position) model in rural Market (with example).

Q.2) Attempt **ANY TWO** of the **Following (800 Words)** (12)

- a) Discuss the specific packaging adaptations that are required to be made when consumer products are specifically targeted at the rural markets.
- b) Explain different challenger in Rural Communication.
- c) How development of consumerism affect the Rural Market?
- d) Draft a promotional mix plan for rural audience via Rural Media and mass media.

Q.3) Write Short Notes on **(ANY TWO)** (08)

- a) Prevalent Rural Distribution
- b) Haats/ Shandies
- c) Public Distribution System
- d) Agricultural agents

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