

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

Assignment No.		Name of the Assignment Setter:	Dr.A.R Deshmukh		
Course code	AB01	Class:	MBA	Semester:	III

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

- a) “Marketing approaches vary with degree of segmentation”. Explain with reference to rural market examples.
- b) Examine the factors influencing Rural Marketing channel design decisions.

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

- a) Elaborate on the 4Ps of Rural Marketing.
- b) How do you design products for Rural and Urbans?
- c) Explain the concept and significance of marketing channels.
- d) Rural distribution is not without problems. Highlights some of the problems in rural distribution.

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

- a) ITC-eChoupals
- b) Self-help groups as middleman
- c) Rural Distribution – channels
- d) Weekly Haats, Bazaars, Shandies

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