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| **SESSION** | **APRIL 2024** |
| **PROGRAM** | **BACHELOR of business administration (BBA)** |
| **SEMESTER** | **IV** |
| **course CODE & NAME** | **DBB2206 – RURAL MARKETING** |
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**Assignment Set – 1**

**1. Explain the main components of rural markets? Classify the rural markets?**

**Ans 1.**

Rural marketing involves activities performed by the marketers to motivate the people living in rural areas to create demand for goods and services and facilitate the availability of these products in the rural places. The aims behind developing rural markets are to improve the standard of living of the people living in rural areas and achieve the business objectives and profits. There are certain components that must be present for the existence of any market,

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**2. Differentiate between rural and urban markets? Explain the concept of E– rural market.**

**Ans 2.**

**i. Differences Between Rural and Urban Markets**

The distinction between rural and urban markets is significant due to their varying characteristics, consumer behaviors, and economic environments. Understanding these differences is crucial for marketers to tailor their strategies effectively.

**Consumer Base and Demographics:**

Rural markets consist of consumers spread over more extensive and less dense areas compared to urban markets. The rural population typically has a lower income level and

**3. Discuss the factors affecting rural consumer behaviour?**

**Ans 3.**

Consumer behaviour, particularly in rural India, is influenced by a broad variety of factors, the origins of which may be traced back to the diverse structures of rural settings. This has a tremendous influence on the shopping habits of people living in rural areas of India. The cultural, the social, the personal, and the psychological aspects of these factors may be distinguished from one another.

**i. Cultural Factors**

The term "cultural factors" really refers to a larger category that may be further subdivided

**Assignment Set – 2**

**4. Explain the different distribution models for the rural markets?**

**Ans 4.**

Companies that sell a wide range of products often use a number of distribution mechanisms. These models are chosen based on how well the firms can reach and service certain markets. As a result, Ghari detergent depends on a smaller network of channel members in rural distribution than HUL does.

**i. Distribution Model 1**

This method emphasises rural distribution by distinguishing it from urban distribution. Rural

**5. Discuss the role of marketing agencies in agricultural products?**

**Ans 5.**

In business, a marketing agency is a company that works to help other businesses find customers via various advertising channels. These experts in public relations, sometimes known as ad agencies or marketing companies, may focus on just one kind of promotion or use a combination of tactics. a. Government agencies for agriculture marketing

**i. Food corporation of India**

The Food Corporation Act of 1964 was the legislation that led to the establishment of the

**6. Explain the concept of E-Rural Marketing? Discuss the impact of digitization in rural India?**

**Ans 6.**

**i. Concept of E-Rural Marketing**

E-Rural Marketing refers to the application of electronic means to reach and engage consumers in rural areas. This concept is a part of the broader digital marketing landscape but is specifically tailored to address the unique challenges and opportunities present in rural markets. E-Rural Marketing utilizes digital tools and platforms to create, communicate, and deliver value to rural consumers in a way that is both cost-effective and impactful.

**Utilizing Digital Platforms**

The core of E-Rural Marketing lies in leveraging digital platforms such as mobile phones, the