**SESSION AUG/SEP 2022**

**PROGRAM BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**SEMESTER IV**

**COURSE CODE &amp; NAME DBB2206– RURAL MARKETING**

**CREDITS 4**

**Assignment Set – 1**

**1. Discuss different features of rural economy.**

**Ans:** Let us look at some of the features of the rural economy. Occupation Pattern In the rural economy, agriculture is the main occupation. Traditionally, agricultural activities are conducted in villages and its associated activities are also mostly carried out by rural people. Usually, both men and women are engaged in agricultural activities.

**Income Generation** In

**2. Discuss any five factors that contribute towards growth of the rural markets.**

**Ans: So, let us learn about some of the major factors that contribute to growth of rural markets.**

**• Government Initiatives** The Indian government has introduced various initiatives for economic development of the rural areas. Through Five Year Plans, the government has made major investments for developing agriculture, irrigation facilities, animal husbandry, khadi, village and dairy

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**3. Discuss reasons responsible for change in demand pattern of the rural areas.**

**Ans: Let us look at the reasons responsible for change in demand pattern of the rural markets:**

**• New Employment Opportunities** In earlier times, people in rural areas were only engaged in agriculture, making it their chief occupation. However, because of various development activities in rural areas along with advancements in the agricultural sector, exciting and new careers are emerging.

Additionally, self-employment policy has also proved successful in the rural areas. Therefore, due to an increase in

**Assignment Set – 2**

**4. Explain the significance of market research in rural areas.**

**Ans: The significance of market research in rural areas:-**

#### 1. Reduced Burden on Urban Population:

Rural marketing can contribute to rural infrastructure and prosperity. People can also live comfortably in villages due to availability of all goods and services in villages, even comparatively at low price. People, due to growth of marketing activities, can earn their livelihood in rural places

**5. What is the significance of consumer behaviour models?**

**Ans: Traditional Models**

**i. A Model of Consumer Behaviour Based on Learning** The Learning Model of Customer Behavior is a customer behavior model that takes into consideration both learnt and unlearned demands, as well as those that originate from experiences, such as fear or guilt. This paradigm is based on psychologist Abraham Maslow's Hierarchy of Needs, which separates human behavior into

**6. What kinds of difficulties do FMCG companies in rural India face?**

**Ans:** FMCG brand sales have declined during the second wave of covid-19 for a variety of reasons. Even the big brands had to alter their supply chains and go-to-market strategies. Rural and semi-urban markets in India have also shifted away from luxury products and toward preventive healthcare,