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| **SESSION** | **November 2023** |
| **PROGRAM** | **BACHELOR of business administration (BBA)** |
| **SEMESTER** | **IV** |
| **course CODE & NAME** | **DBB2206 – RURAL MARKETING** |
| **CREDITS** | **4** |

**Assignment Set – 1ST**

**Questions**

**1. Explain the various factors which are responsible for the growth of rural market?**

**Ans:**The growth of the rural market is influenced by various factors that collectively contribute to the economic, social, and demographic dynamics in rural areas. Understanding these factors is essential for businesses and policymakers aiming to tap into the potential of rural markets.

**Here are several key factors responsible for the growth of the rural market:**

**Population Size and Density:** Its Half solved only

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

**Ans: Difference between Rural and Urban Markets:**

**Location: Rural Markets:** Located in non-urban or countryside areas, often characterized by agriculture and less population density.

**Urban Markets:** Situated in cities and towns with higher population density and diverse economic activities.

**Population**

**3. Discuss the rural marketing environment? Explain the mechanism of rural marketing?**

**Ans: Rural Marketing Environment:** The rural marketing environment encompasses various external factors that influence the marketing activities in rural areas. Understanding this environment is crucial for businesses to formulate effective strategies tailored to the unique characteristics of rural markets.

**Key components of the rural marketing environment include:**

**Economic Factors:** Income levels, employment patterns, and economic activities, especially in agriculture, significantly

**Assignment Set – 2ND**

**Questions**

**4. Explain the internal and external pricing factors in the rural markets?**

**Ans: Rural Marketing Environment:** The rural marketing environment refers to the various external factors that influence and shape the marketing activities in rural areas. Understanding the rural marketing environment is crucial for businesses to develop effective strategies that resonate with the unique characteristics and dynamics of rural markets.

**Key components of the rural marketing environment include:**

**Economic Factors:** Income levels, employment patterns, and economic activities, especially in agriculture, significantly impact the purchasing power and demand in rural markets.

**Social and Cultural Factors:**

**5. Explain the concept of agricultural produce? Elaborate the different nature of agricultural produce.**

**Ans: Internal Pricing Factors in Rural Markets:** Internal pricing factors are aspects that businesses can control or influence within their own operations.

**In the context of rural markets, these factors play a crucial role in determining the pricing strategy for products and services:**

**Cost Structure:** The cost of

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

**Ans: E-Rural Marketing:** E-Rural Marketing refers to the use of electronic and digital platforms to conduct marketing activities in rural areas. It involves leveraging information and communication technologies (ICTs) to connect with rural consumers, promote products and services, and facilitate transactions. E-Rural Marketing aims to bridge the digital divide, enhance market access, and empower rural communities through the adoption of digital tools and online platforms.

**Key components of E-Rural Marketing include:**

**Digital Communication:** Utilizing digital channels such as social media, email, and messaging apps to communicate with rural consumers. This includes sharing product information, promotions, and