ASSIGNMENT

Course Code	**:**	**MMPM-008**
Course Title	**:**	**Rural Marketing**
Assignment Code	**:**	**MMPM-008/TMA/JAN/2026**
Coverage	**:**	**All Blocks**

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2026 session is 30th April, 2026 and for July 2026 session is 31st October, 2026.

1. How do you assess the process of rural development based on the environmental factors. Discuss with examples.

2. Explain the role of personal factors in the context of rural consumers. Also, state how it differs from urban consumers' buying behaviour.

3. Is the qualitative research approach more suitable in the rural context? Describe the different qualitative research tools and techniques used in rural marketing research.

4. How do you price products for different rural market segments (quality-conscious, value-conscious, and price-conscious)? Discuss with the help of suitable examples

5. Write short notes on following:
   a) Role of digitization in the rural distribution system.
   b) Impact of financial inclusion initiatives on the rural distribution system.
   c) scope and opportunities for start-ups in the rural market.

1. How do you assess the process of rural development based on the environmental factors. Discuss with examples.

Answer

Rural development is a process through which the quality of life, income opportunities and basic services in villages are improved. It cannot be judged only by the rise in agricultural output. The rural environment includes the natural resource base, physical infrastructure, social conditions, local institutions, technology and the wider economic setting. These factors decide what type of development is possible in a particular village and whether that development can continue for a long period.

Natural resource and ecological conditions

The first step is to study land, soil, rainfall, water availability, forests and local climate. Villages with fertile land and assured irrigation can support intensive farming, dairying, food processing and related services. Dry or drought-prone areas need a different path, such as water harvesting, drought-resistant crops, livestock and careful use of groundwater. Development is stronger when it fits local ecological limits instead of copying a model from another region.

For example, a village that creates check dams, farm ponds and recharge structures can reduce dependence on uncertain rainfall. Better water availability may raise cropping intensity, allow vegetable cultivation and improve fodder supply. This can increase farm income and also create work in transport, input supply and local trading. If the same village extracts groundwater without recharge, short-term agricultural growth may later produce water scarcity. Therefore, environmental assessment must consider both present gains and resource sustainability.

Infrastructure and access to markets

Roads, electricity, storage, irrigation, mobile connectivity, schools, health facilities and banking services form the physical environment of rural development. Their effect is interconnected. A good road reduces the time and cost of taking milk, vegetables or handicrafts to a nearby market. Reliable electricity supports irrigation pumps, small workshops and cold storage. Mobile networks provide information on prices, weather, payments and government services. When these facilities improve together, rural households get more choices for production and employment.