



DRAVIDIAN UNIVERSITY
DIRECTORATE OF DISTANCE EDUCATION
Kuppam-517426
II YEAR MBA ASSIGNMENT
Paper MM 209:RURAL MARKETING

Answer any three questions

3X10=30

1. Explain the role of rural consumer in India.
2. Explain the consumer buying behaviour models.
3. What is segmentation? What are the approaches of rural segmentation?
4. Evolution of rural distribution system in India.
5. Explain an overview of communication process.