**DBB2206 Rural Marketing**

**Assignment Set – 1**

1. Explain the factors contributing to the growth of rural markets.

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

3. Describe any two present day models of consumer behavior.

**Assignment Set – 2**

4. Explain the factors to be considered while designing rural distribution strategies. Explain any three rural India’s distribution channel.

5. Explain the term scientific marketing. Describe a few characteristics of scientific marketing.

6. Explain the concept of E rural marketing. Describe a few pitfalls and difficulties associated with e-rural marketing.

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