**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.

**Unlock your academic success with our Manipal University Jaipur Assignment available for the Jul - Aug 2024 session!**

**We guarantee the lowest price of just INR 180 per assignment, ensuring you receive top-quality solutions tailored to your needs.**

**Reach out today and secure your fully solved Manipal University Jaipur Assignment at the best prices.**

**Email: For inquiries and orders, reach out to us at** [**smu.assignment@gmail.com**](smu.assignment@gmail.com)

**WhatsApp: You can also contact us directly at +919741410271 for immediate assistance**

**Our website:** [**https://www.mbaassignmentsolutions.com/**](https://www.mbaassignmentsolutions.com/)