

VRINDAWAN e-UNIVERSITY



SYLLABUS

Programme - B.COM Course

Rural Marketing

Paper I & II

(Sem – V & VI)

(Applied Component)

T.Y.B.COM

APPLIED COMPONENT PAPER: RURAL MARKETING

COURSE OBJECTIVES:

The course aims to familiarize the students with the basic concepts of Rural Marketing, the nature of the Rural Consumer, and marketing of agricultural inputs and produce.

PAPER I - SEMESTER V

Module 1 - Rural Marketing-

Concept --- Nature --- Scope --- Significance of Rural Marketing --- Factors contributing to Growth of rural markets --- Components and classification of Rural markets --- Rural Market VS Urban Market --- e.rural marketing.

(15 Lectures)

Module 2 - Agricultural Marketing –

Concept --- Nature and Types of Agriculture produce --- concept and types of Agricultural Markets --- Marketing channels --- Methods of Sales --- Market functions ---

(7 Lectures)

Module 3 - Agricultural Marketing Risks-

Marketing agencies --- Marketable surplus --- Characteristics of Scientific Marketing --- Risks involved in marketing --- Types of risks --- Measures to minimise risks --- Contract Marketing (Farmer – Processor linkage) --- Distress sales.

(8 Lectures)

Module 4 - Issues in Rural Marketing -

Rural Consumer behaviour --- features --- factors influencing --- Lifestyle of rural consumer --- FMCG sector in Rural India --- concept and classification of consumer goods --- Marketing Channels for FMCG --- Fast growing FMCG --- Marketing of consumer durables --- The role of Advertising.

(15 Lectures)

Reference for Rural Marketing Paper I

- 1 : Badi R.V. Badi N.V.**
Rural Marketing
Himalaya Publishing House – 2010
Page Nos. for Module 1 P.No. 3 to 7, 15 to 44, 33.

- 2 : Acharya S.S. Agarwal N.L.**
Agriculture Marketing in India
Oxford & IBH Publishing Company Pvt. Ltd.
113-B, ShahpurJat, Asian village side
Now Delhi India 110 049 India
Fax – 011 41517559 – 2004

Page No. for Module 2 –
01 to 17, 151, 41 to 44, 185 to 197, 80 to 81, 40 to 61, 69 to 71, 170 to 172,
201 to 204.

- 3 : Understanding Rural Buyer Behaviour, Jham, IIM – B Management**
Review Vol. 15 No. 3 2003

- 4 : Badi R.V., Badi N.V.**
Rural Marketing
P.Nos. – 112 to 114, 233 to 241.

Rural Marketing

PAPER II - SEMESTER VI

Module 1 - Problems in Rural Marketing –

Problems in rural marketing ---Strategies for rural marketing ---
Integration, Efficiency, Cost and Price Spread --- Need for
marketing finance --- Source of marketing finance --- Non
Institutional --- Institutions --- Commercial Banks --- PACS,
Farmers Service Societies (FSS), RRBs and NABARD ---

Problems of Institutional sources in marketing finance.

(15 Lectures)

Module 2 - Rural Marketing and Market Regulation

Regulated Market --- APMC Act 1963 --- Model bill
Standardisation and Grading --- Inspection of quality control ---
Inspection of AGMARK --- Indian Standards and Grade
Specifications --- Food Products order (FPO) 1955 --- Consumer
Protection Act 1986. --- The National Council for State Marketing
Boards (NCOSAMB) State Trading corporation (STC), Public
Distribution System (PDS).

(15 Lectures)

Module 3 - Institutional Support to Rural Marketing –

Commission on Agriculture Costs and Prices (CACP), National
Agriculture Co-operative Marketing Federation (NAFED),
Agriculture and Processed Food Exports Development Authority
(APEDA)

(7

Module 4 Lectures)

Distribution System in Rural Marketing

The National Co-operative Development Corporation (NCDC),
Food Corporation of India (FCI), Panchayat Mandi --- State
Agriculture Marketing Banks --- Future of Rural marketing

(8 Lectures)

Reference for Rural Marketing Paper II

1 : Badi R.V. Badi N.V.

Rural Marketing

for Module 1 P.No. 77 to 96, 243 to 250, 457 to 478, 361 to 368

2 : Mishra and Puri

Development Issues of Indian Economy

Himalaya Publishing House

for Module 1 Mumbai – 400 004 – 2013

- 3 : Dantwala M.L**
Indian Agriculture Since Independence
Oxford & IBH Publishing Co.Pvt.Ltd.
New Delhi – 110 001
1990
- 4 : Badi R.V. Badi N.V.**
Rural Marketing
P.No. 285 to 308, 411 to 456
- 5 : Badi R.V. Badi N.V.**
Rural Marketing
P.No. 344, 422, 418 to 455

Books For Addition Readings

- 1 : Habeeb U.R., Rahman K.S.**
Rural Marketing in Indai
HPH- Mumbai 400 004 --- 2003
- 2 : Rural Marketing-**
Gopaldaswamy
Vikas Publishing House
New Delhi.
- 3: : Kashyp Pradeep, Rant Siddhartha**
The Rural Marketing,
Biztantra, Mumbai.
2005

4 : DograBalramGhumanKarmider
Rural Marketing concepts and practices
Tata Mc Graw HILL Education Ltd.
New Delhi
2011

5 : Singh S
Rural Marketing Management
I/e Vikaj Publishing House
New Delhi

INTERNAL AND EXTERNAL SEMESTER EXAMINATION FOR SEMESTER V & VI

Internal Examination

The Internal Examination will be of 25 marks and is split into –

- i. Test Paper of 20 marks consisting of questions of objective types.
- ii. 5 marks for responsible behaviour and active class participation

External Examination

Question Paper Pattern for Semester End Examination.

There will be **Five** questions in all. All the questions are **COMPULSORY** and will have internal choice. (Total 75 marks)

Q1. Module I (Total marks 15)

Three questions: A BC.

Attempt any Two

Q2. Module II (Total marks 15)

Three questions: A BC.

Attempt any Two

Q3. Module III (Total marks 15)

Three questions: A BC.

Attempt any Two

Q4. Module IV (Total marks 15)

Three questions: A BC.

Attempt any Two

Q5. Modules I to IV (Total marks 15)

- a. True or False with reasons. Attempt any Four out of Eight: Two from each module. (2 marks each)
- b. Choose the correct option. Attempt any Seven out of Twelve: Three from each module. (1 mark each)