

GANPAT UNIVERSITY

FACULTY OF MANAGEMENT STUDIES

Programme		Master of Business Administration				Branch/Spec.	Marketing/Finance/Human Resources Management/International Business			
Semester		IV				Version	1.0.0.0			
Effective from <i>Academic Year</i>				2016-17		Effective for the batch Admitted in				June 2016
Subject code		IVA08RMA		Subject Name		RURAL MARKETING				
Teaching scheme						Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total	
	L	TU	P	TW						
Credit	4	0	0	0	4	Theory	60	40	100	
Hours	4	0	0	0	4	Practical	-	-	-	

Pre-requisites:

Learning Outcome:

IVA08RMA.CO1: Understand the nature, structure, and environmental factors affecting rural markets in India.
IVA08RMA.CO2: Apply marketing mix strategies to plan and execute rural consumer and product marketing.
IVA08RMA.CO3: Analyze agricultural marketing systems, input distribution, and classification of products.
IVA08RMA.CO4: Evaluate the role of government, cooperatives, and warehousing institutions in rural and agricultural marketing.

Theory syllabus

Unit	Content	Hrs
1	Nature, Characteristics and the potential of rural markets in India, Socio-Cultural economic & other environmental factors affecting rural marketing.	15
2	Attitudes and Behaviour of the rural consumers and farmers; Marketing of Consumer durables and non-durable goods and services in the rural markets with special reference to product planning, Media Planning, Planning of Distribution channels and organizing personal selling in rural markets in India.	15
3	Marketing of agricultural inputs with special reference to fertilizers, seeds and tractors; organization and functions of agricultural marketing in India. Classification of Agricultural products with particular references to seasonality and perishability, Marketing Structure and Performance. Processing facilities for different agricultural products.	15
4	Role of Warehousing; Determination of agricultural prices and marketing margins. Role of agricultural price commission. Role of Central and State Governments. Institutions and Organizations in agricultural marketing. Unique features of commodity markets in India. Problems of agricultural Marketing ; Nature, scope and role of Co-operative marketing in India.	15

Practical content	
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Text Books

1	Arora, RC. Integrated Rural Development, 1979. S. Chand, New Delhi
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Reference Books

1	Arora, RC. Integrated Rural Development, 1979. S. Chand, New Delhi
2	Kashyap & Raut, The Rural Marketing, Biztantra.
3	Rudra, Ashok. Indian Agricultural Economics. Myths and Realities. 1982. Allied, New Delhi.
4	Stalk, George. Competing Against Time. 1990 Free Press, New York.
5	Mishra, SN, Politics and Society in Rural India. 1980. Inter India, Delhi
6	Porter, Michael E. Competitive Strategy. 1980. Free Press, New York.

7	Desai, Vasnat, Rural Development. 1988, Himalaya, Bombay.
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Note:

Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme, Third Digit=Revision in Exam Scheme, Forth Digit= Content Revision)

L=Lecture, TU=Tutorial, P= Practical/Lab., TW= Term work, DT= Direct Teaching, Lab.= Laboratory work

CE= Continuous Evaluation, SEE= Semester End Examination

Mapping of CO with PO and PSO:

Semester 4: Course Name: IVA08RMA RURAL MARKETING							
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
IVA08RMA.CO1	3	2	3	2	1	2	2
IVA08RMA.CO2	2	3	2	3	2	0	1
IVA08RMA.CO3	3	3	2	2	0	2	1
IVA08RMA.CO4	2	2	3	3	2	1	0

Semester 4: Course Name: IVA08RMA RURAL MARKETING			
Course outcomes	PSO1	PSO2	PSO3
IVA08RMA.CO1	1	0	1
IVA08RMA.CO2	2	1	1
IVA08RMA.CO3	2	1	2
IVA08RMA.CO4	3	1	2