

B.COM
APPLIED COMPONENT
SEMESTER-IV –RURAL MARKETING II
100 Marks – 75 Lectures

Unit I : Distribution in Rural Markets (25 Marks-19 lectures)

Physical distribution management in rural markets – problems in distribution
Typical marketing channels in rural markets –
Emerging channels of distribution including e-distribution. Role of wholesalers & retailers.
Problems in channels of distribution

Unit II : Promotion and Communication in Rural Markets. (25 Marks-19 lectures)

Meaning and objectives of promotion in rural markets
Constraints in promotion and marketing communication in rural areas.
Media mix for rural market – Formal and informal media

Unit III : Developing Sales Force for Rural Markets. (20 Marks-15 lectures)

Role/activities of a sales person
Qualities of successful rural salesman.
Prospects and problems faced by sales personnel in rural markets.

Unit IV : Agricultural Marketing (30 Marks-22lectures)

Agricultural Marketing – Meaning, importance and essentials of effective agricultural marketing, in brief. Marketing of agricultural goods v/s manufactured goods. Role of government and other organizations in marketing agricultural products. Role of agricultural marketing in economic development.
Problems and challenges in agricultural marketing

Books for Study and Reference:

1. Rural Consumer Behaviour- A. Sinha
Sonali Publications 4228/1, Ansari Road, Darya Ganj, New Delhi 110002.
2. Marketing Management in a Developing Economy - P. K. Srivastava
Sterling Publishers Pvt.Ltd.-L-10, Green Park Extension, New Delhi-110016
Or G-2, Cunningham Apts., Cunningham Rd, Bangalore-560052
3. Marketing Management – N. Rajan Nair & M. M. Varma
Sultan Chand & Sons, 23, Darya Ganj, New Delhi10002
4. Rural Marketing - U. C. Mathur, Excel Books.
5. Rural Marketing, Sanal Kumar Veayudhan, Response, SAGE Publications.
6. Rural Marketing – Sukhpal Singh, Vikas Publishers.
7. Management of Rural Business – Rajagopal, Wheeler.
8. Rural Marketing – Gopalswamy, Wheeler.