

B.COM.
SEMESTER-IV
Practices in Rural Marketing (GE 5)
(100 Marks – 60 Lectures)

Objective: To enable students to gain a deeper understanding of the functioning of rural markets.

Unit I Distribution in Rural Markets (25 Marks- 15 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- 15 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. (25 Marks- 15 Lectures) Rural sales policy. Role/ activities of a sales person. Qualities of a successful rural salesman. Prospects and problems faced by sales personnel in rural markets, Call planning.

Unit IV Agricultural Marketing (25 Marks- 15 Lectures) 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.

References:

1. Sinha, A. *Rural Consumer Behaviour*. Sonali Publications, New Delhi.
2. Srivastava, P. K. *Marketing Management in a Developing Economy*. Sterling Publishers, New Delhi.
3. Nair, N. Rajan & Varma, M. M. *Marketing Management*. Sultan Chand & Sons, New Delhi.
4. Mathur, U. C. *Rural Marketing*. Excel Books.
5. Velayudhan, Sanal Kumar. *Rural Marketing: Targeting the non-urban consumer*. Response Books, SAGE Publications.
6. Sukhpal Singh. *Rural Marketing*. Vikas Publishers.
7. Rajagopal, *Managing Rural Business*. Wheeler Publications, New Delhi.
8. Gopalaswamy, *Rural Marketing*. Wheeler Publications, New Delhi.
9. Kamat, Minouti S. & Krishnamoorthy, R. *A Textbook on Rural Marketing*. Himalaya Publishing House.