

# UNIVERSITY OF MUMBAI



NAAC ACCREDITED

## SYLLABUS

Programme - B.COM

Course - **Rural Marketing**

**Paper I & II**

(Sem – V & VI)

**(Applied Component)**

Credit Based Semester and Grading System

w.e.f. the Academic year 2014 - 2015

## 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)