

ELECTIVE- RURAL MANAGEMENT

RURAL MARKETING

Subject Code- RUM 2

Max. Marks (Ext. Exam): 80

Min. Pass Marks : 32

OBJECTIVES :

The objective of this course is to expose the students to the rural market environment and the emerging challengers in the globalization of the economies.

COURSE CONTENTS :

- UNIT-I** Nature, characteristics and the potential of rural market in India, Socio-cultural economic & other environmental factors affecting rural marketing.
- UNIT-II** 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.
- UNIT-III** 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 reference to seasonality and perishability.
- UNIT-IV** Marketing structure and performance Processing facilities for different agricultural products. 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.
- UNIT-V** Unique features of commodity markets in India. Problems of agricultural marketing; Nature, scope and role of cooperatives marketing in India.

SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks.
Sec. B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks.

SUGGESTED READINGS :

1. Arora, R.C., 'Integrated Rural Development', 1979, S. Chand, New Delhi.
2. Desai, Vasant, "Rural Development" 1988. Himalaya, Bombay.
3. Mishra, S.N., 'Politics and Society in Rural India'. 1980 Inter India, Delhi.
4. Porter, Michael E. 'Competitive Strategy', 1980. Free Press, New York.
5. Rudra, Ashok, 'Indian Agricultural Economics', Myths and Realities, 1982, Allied, New Delhi.
6. Stalk, George, Competing Against Time, 1990 Free Press, New York.