

BC-306 (i)

RURAL MARKETING

External Marks: 80

Internal Marks: 20

Time: 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Rural Marketing: meaning, nature, characteristics; opportunities and challenges to rural markets in India; Socio-cultural, economic, demographic, technological and other environmental factor affecting rural marketing; rural consumer behaviour; segmentation of rural market; strategies for rural marketing; rural marketing mix; difference in rural and urban market; problems in rural marketing; Strategies for rural marketing.

Product planning, pricing, promotion and management of distribution channels for marketing of durables and non-durables in rural areas; Planning and organizing personnel selling in rural markets; Innovation in rural market; E-commerce in rural markets, e-chaupal & other similar initiatives in rural markets.

REFERENCES

- Badi, R.V. and Badi, N.V., Rural Marketing, Himalaya Publishing House, Delhi.
- Dogra Balram and Ghuman Karminder, Rural Marketing, Tata McGraw Hill, New Delhi.
- Gupta, S.L., Rural Marketing, Wisdom Publications, Delhi.
- Krishnamacharyula, C.S.G and Ramakrishnan Lalitha, Rural Marketing, Pearson Education, Delhi.
- Singh Sukhpal, Rural Marketing Management, Vikas Publishing House, New Delhi.