

RURAL MARKETING

Max Marks: 100
External Marks: 80
Internal Marks: 20
Time: 3 Hours

Note: There will be eight (8) questions in all. The first question is compulsory and consists of six (6) short-questions having four (4) marks each. Answer to these questions should not exceed 150 words. The candidate will be required to attempt any four questions out of remaining seven (7) questions and each question carries fourteen (14) marks each. Duration of each paper will be three (3) hours.

Nature, characteristics, opportunities and challenges to rural market in India; Rural marketing environment; Rural marketing research; Rural consumer behaviour; Segmenting rural markets; Rural marketing strategies; Rural market vs. urban market; New Product development for the rural market.

Rural marketing mix; Media planning for rural markets; Personal selling in rural market; Marketing of consumer durables and non-durables; Marketing of agricultural produce; E-commerce in rural markets

REFERENCES

Annual Reports and Survey Reports: Ministry of agriculture, Government of India.

Badi, R.V and Badi, N.V: *Rural Marketing*, Himalaya Publishing House, New Delhi.

Dogra Balram and Ghuman Karminnder: *Rural Marketing*, Tata McGraw Hill New Delhi.

Gopaldaswamy, T.P: *Rural Marketing*, Wheeler Publisher, New Delhi.

Gupta, S.L: *Rural Marketing*, Wisdom Publication, New Delhi.

Krishnamacharylu, C.S.G and Ramakrishnan Lalitha: *Rural Marketing*, Pearson Education, New Delhi.

Rajagopal: *Rural Marketing Management*, Discovery Publication House, New Delhi.

Singh, Sukhpal: *Rural Marketing Management*, Vikas Publishing House, New Delhi