

**SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE  
(AUTONOMOUS)**



**BOARD OF STUDIES: COMMERCE & MANAGEMENT**

**PROGRAMME: B.COM (MANAGEMENT STUDIES)**

**SEMESTER: III**

**NOMENCLATURE OF THE COURSE: RURAL MARKETING**

**NEP Vertical: MINOR Credit: 2**

(As Per Choice Based Credit System (under NEP 2020) with effect from the Academic Year 2025-26)



|                                                           |                  |                          |                |                                                         |                                                |
|-----------------------------------------------------------|------------------|--------------------------|----------------|---------------------------------------------------------|------------------------------------------------|
| <b>Program: BACHELOR OF COMMERCE (MANAGEMENT STUDIES)</b> |                  | <b>Semester : III</b>    |                |                                                         |                                                |
| <b>Course : RURAL MARKETING</b>                           |                  | <b>Code:</b>             |                |                                                         |                                                |
| <b>Academic Year: 2025-2026</b>                           |                  |                          |                |                                                         |                                                |
| <b>Batch: 2024-2026</b>                                   |                  |                          |                |                                                         |                                                |
| <b>Teaching Scheme</b>                                    |                  | <b>Evaluation Scheme</b> |                |                                                         |                                                |
| <b>Lectures</b>                                           | <b>Practical</b> | <b>Tutorials</b>         | <b>Credits</b> | <b>Internal Continuous Assessment (ICA) (weightage)</b> | <b>Term End Examinations (TEE) (weightage)</b> |
| 30                                                        | NIL              | NIL                      | 02             | 20 marks/40% of the total marks                         | 30 marks/60% of the total marks                |

|                              |                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Learning Objectives :</b> | <ol style="list-style-type: none"> <li>1. To help the students understand the Agriculture and Rural Marketing environment.</li> <li>2. To help them understand consumers and marketing characteristics of the products and services in rural market</li> </ol>                                                                                                                                                                          |
| <b>Learning Outcomes :</b>   | <ol style="list-style-type: none"> <li>1. Learners will be able to highlight the characteristics of rural markets, changing pattern of rural demand in India and its implications on the various marketing strategies of business organizations.</li> <li>2. Learners will be able to focus on the agricultural sector and the various initiatives taken by the government in improving the lives of farmers in the country.</li> </ol> |
| <b>Pedagogy:</b>             | Case studies, Presentations, Discussions                                                                                                                                                                                                                                                                                                                                                                                                |

Each lecture session would be of one hour duration (30 sessions).

| Module | Module Content                                                                                                                                                                                                             | Module Wise Pedagogy Used       | Module Wise Duration/ Lectures |
|--------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|--------------------------------|
| 1      | <b>Introduction to rural marketing:</b><br>Concept of marketing, Introduction to Rural Market, Rural development initiatives by government                                                                                 | Presentation, Group discussions | 15                             |
|        | <b>Rural markets in India:</b><br>Characteristics of Rural Markets in India, Constraints in Rural Marketing, Rural Marketing Mix                                                                                           |                                 |                                |
| 2      | Rural Consumer VS Urban Consumers,<br><b>Distribution Strategies for Rural consumers:</b><br>Channels of Distribution- HAATS, Mandis, Public Distribution System, Co- operative society, Challenges in Rural Communication | Case studies, presentation      | 15                             |

#### REFERENCE BOOKS

1. Velayudhan, S. K. (2022). *Rural marketing: Developing the non-urban consumer* (3rd ed.). SAGE Publications Pvt. Ltd.
2. Kumar, D., & Gupta, P. (2019). *Rural marketing: Challenges and opportunities*. SAGE Publications.
3. Tyagi, S., et al. (2022). *Textbook on agribusiness and rural marketing*. New India Publishing Agency.
4. Chatterjee, C. (2024). *Rural marketing as a tool for national development*. Emerald Publishing Limited.

#### *Internal Continuous Assessment (ICA) Pattern*

| Particulars            | Marks |
|------------------------|-------|
| Presentation/Viva Voce | 10    |
| Assignment/Project     | 10    |
|                        |       |
| Total                  | 20    |

***Term End Examinations (TEE)***

***Question Paper Pattern***

Maximum Marks: 30

Duration: 1 Hour

Note: all questions are compulsory

| <b>Question No.</b> | <b>Description</b>                                                   | <b>Total Marks</b> |
|---------------------|----------------------------------------------------------------------|--------------------|
| 1                   | A Full Length Theory Question<br>OR<br>B Full Length Theory Question | 12                 |
| 2                   | A Full Length Theory Question<br>OR<br>B Full Length Theory Question | 12                 |
| 3                   | Short Notes (Any 2 out of 3)                                         | 6                  |

The practical problem / Full length theory questions of 12 marks each may be split up into two smaller problems carrying 6 marks each.