

MBA376: RURAL ECONOMY

Teaching Scheme	Examination Scheme
Lectures: 4 hrs./Week Tutorials: 1 hrs./Week Credits: 4	Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

UNIT I (10 hrs): Rural Economy - Rural - Urban disparities-policy interventions required – Rural, Face to Reforms - The development exercises in the last few decades.

UNIT II (10 hrs): Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers – Buying Decision process - Rural Marketing Information System --Potential and size of the Rural Markets.

UNIT III (10 hrs): Selection of Markets - Product Strategy - Product mix Decisions – Competitive, Product strategies for rural markets.

UNIT IV (10 hrs): Pricing strategy - pricing policies - innovative pricing methods for rural markets -promotion strategy - appropriate media - Designing right promotion mix - promotional campaigns.

References

1. Balaram Dogra & Karminder Ghuman, *RURAL MARKETING: CONCEPT & CASES*, Tata McGraw-Hill Publishing Company, New Delhi, 2008
2. A.K. Singh & S. Pandey, *RURAL MARKETING: INDIAN PERSPECTIVE*, New Age International publishers, 2007
3. CSG Krishnamacharylu & Laitha Ramakrishna, - *RURAL MARKETING*, Pearson Education Asia. 2018
4. Philip Kotler, *MARKETING MANAGEMENT*, Prentice -Hall India Ltd. New Delhi
5. Agarwal A.N, *INDIAN ECONOMY*, Vikas Publication, New Delhi.
6. Ruddar Dutt Sundaram, *INDIAN ECONOMY*, Tata McGraw Hill. Publishers, New Delhi

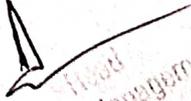
Employable Skills	Measuring Tools
Ability to identify and apply the knowledge of subject practically in real life situations	Exercise Workshop Quiz Classroom Discussions



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