MBA476: DISTRIBUTION STRATEGIES FOR RURAL AND AGRICULTURAL MARKETING

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

HOURS: 40

UNIT I (10 hrs): Rural Distribution prevalent in the hinterlands of the country, Introduction to the concept of rural and agricultural distribution, basic terminologies and philosophies, current scenario of rural distribution, problems and challenges.

UNIT II (10 hrs): Types of Distribution strategies commonly used in Rural India their problems and challenges, Innovation in the choice of distribution strategies used by companies for targeting rural customers, unconventional choice and selection of methods used by companiesfor rural distribution.

UNIT III (10 hrs): Establishing new interfaces of rural distribution – myths and realities, challenges faced by companies to sufficiently enter the rural landscape and methods used by them to solve his problem.

UNIT IV (10 hrs): Conjoint and Collateral Distribution, Parallel Group Analysis, Experimental and Non-experimental methods of rural distribution.

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

Dean Academics
Faculty of Management
Invertis University. Bareilly (UP)

Registrar
Invertis University
Bareilly

Head
Department of Management (MBA)
Faculty of Management
Invertis University, Bareilly (UP)