

SYLLABUS

BBA-505 : RURAL MARKETING

Time Allowed : 3 Hrs.

Max. Marks : 100

Theory : 60

Internal Assessment : 40

NOTE : The question paper covering the entire course shall be divided into three sections as follows :

SECTION A

It will consist of 10 very short answer questions with answers to each question upto five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION B

It will consist of essay type questions with answers to each question upto 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION C

It will consist of essay type questions with answers to each question upto 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks : total weightage of the section shall be 20 marks.

Course Input :

Part I

Nature and Scope of Rural Marketing with Special Reference to India. Buying Behaviour in Rural Markets, Rural Marketing Information System, Exploring the Rural Markets. Rural Communication, Rural Large Format Retail Stores.

Part II

Study of Rural Markets with Special Reference to Product Strategy, Pricing Strategy, promotion Strategy and Distribution Strategy. Information Technology for Rural Markets, Rural Market Research.