

**FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)**  
Department of Commerce and Management

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<i>Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)</i>		<i>Semester-V</i>	<i>Session: 2024-2027</i>
1	Course Code	BBSE -03	
2	Course Title	Elective C – Marketing: Agriculture and Rural Marketing	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	<i>As per requirement</i>	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ <i>In sight into rural markets</i></li> <li>➤ <i>Learn about Rural consumer Behaviour</i></li> <li>➤ <i>Know about the Institutional Support to Agriculture and Rural marketing.</i></li> </ul>	
6	Credit Value	4 Credits	<i>Credit=15Hours-learning&amp;Observation</i>
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods(01 Hr.per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)	No. of Period	
<b>I</b>	<b>Agriculture and Rural Marketing:</b> Definition, nature and scope, classification of rural markets, rural v/s urban markets. marketing environment, infrastructure facilities, rural credit institutions, rural retail outlets.	15	
<b>II</b>	<b>Rural Marketing:</b> Meaning of Market and Marketing, Nature and scope of rural marketing; Rural and urban markets; rural marketing environment; Rise of rural consumerism <b>Rural Consumer Behaviour:</b> Consumer buying Behaviour in rural markets; Factors affecting rural Consumer Behaviour; Bases for segmenting rural consumer markets.	15	
<b>III</b>	<b>Rural product and Pricing Strategy:</b> Rural Product, Rural product Classification; Rural product life cycle, product life cycle strategies in rural markets; New Product Development in Rural markets; Branding of Rural Markets; Pricing for Rural Markets : Factors and strategies	15	
<b>IV</b>	<b>Institutional Support to Agriculture and Rural Marketing:</b> Commission on Agriculture Costs and Prices (CACP), National Agriculture Co-operative Marketing Federation (NAFED), Agriculture and Processed Food Exports Development Authority (APEDA), The National Co-operative Development Corporation (NCDC), Food Corporation of India (FCI), Panchayat , State Agriculture Marketing Boards, Chhattisgarh - Future of Rural marketing in Chhattisgarh, Recent policies for agriculture.	15	
<i>Keywords</i>	<i>Rural Marketing, Consumer Behaviour, Rural markets, Urban Markets.</i>		
<b>PART-C: Learning Resources</b>			
<b>Text Books, Reference Books and Others</b>			
<ol style="list-style-type: none"> <li>1. Badi R V Badi N.V: Rural Marketing</li> <li>2. Acharya S S Agarwal: Agriculture Marketing in India</li> <li>3. Economy of Assam: P.K. Dhar</li> <li>4. Rural Marketing: CSG Krishnamacharyulu</li> <li>5. Agricultural Economics: R. K. Lekhi</li> </ol>			
<b>Online Resources–</b>			
<a href="https://www.ukessays.com/essays/information-technology/e-marketing-in-rural-areas-indian-perspective-information-technology-essay.php&amp;ved">https://www.ukessays.com/essays/information-technology/e-marketing-in-rural-areas-indian-perspective-information-technology-essay.php&amp;ved</a> <a href="https://study.sagepub.in/velayudhan_rm3e&amp;ved">https://study.sagepub.in/velayudhan_rm3e&amp;ved</a>			

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<b>PART-D: Assessment and Evaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b>		
<b>Maximum Marks:</b>	<b>100 Marks</b>	
<b>Continuous Internal Assessment (CIA):</b>	<b>30 Marks</b>	
<b>End Semester Exam (ESE):</b>	<b>70 Marks</b>	
<b>Continuous Internal Assessment (CIA): (By Course Teacher)</b>	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
<b>End Semester Exam (ESE):</b>	<b>Two section – A &amp; B</b> Section A: Q1. Objective – 10x1=10 Marks; Q2. Short answer type – 5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit – 4x10=40 Marks	

**Name and Signature of Convenor & Members: (CBOS)**

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