

Theory Paper

Part A Introduction		
Program: M.Com.	Class: M.Com.Sem. IV	Session: 2025-26

Subject: Rural and Agriculture Marketing

1.	Course Code	CC43	
2.	Course Title	Rural and Agriculture Marketing	
3.	Course Type	OMR B - I	
4.	Pre-requisite (If any)	M.Com. III Sem.	
5.	Course Learning outcomes (CLO)	<p>On successful completion of this course, students will be able to-</p> <ol style="list-style-type: none">1. Knowledge about the rural marketing system2. Knowledge about the trends of Indian rural consumer.3. Knowledge about the marketing of agricultural producer4. Knowledge about the marketing management and channel Strategies of rural marketing5. Knowledge about the regulated and irregular rural marketing of India.	
6.	Credit Value	5	
7.	Total Marks	Max. Marks 40+60	Mini. Passing marks: 40

13/05/21

Part B- Content of the Course

Total No. of Lectures

75

Unit	Topics	No. of Lectures
1.	Indian Rural Marketing: Meaning, Characteristics, Importance and Scope, Rural consumer-meaning, characteristics, modern trends, problems and rural market segmentation.	15
2.	Agricultural Marketing: Concept, Nature, Scope, Importance and Subject matter, Classification of agricultural products and their difference with manufactured goods. Problems of Agriculture market: Meaning, Components, Dimensions and Classification Market structure: Dynamics of market structure, Components of market, structure and Market forces.	15
3.	Market Management and Channel Strategy: Modern marketing management and agricultural products, Structured organized markets-commodity exchange and produce exchange, Cash market, forward dealing, Exchange market, Speculative market, Channels of distribution for consumer goods, marketing of agricultural consumer goods and agricultural raw materials.	15
4.	Rural Market in India: Regulated market. Genesis of regulated market in India, Limitations in present marketing regulation, Advantages and Limitations of regulated market. Organization of regulated market, Future of regulated and regulated markets in India. Agriculture marketing strategy.	15
5.	Marketing of farm Products: packing, packaging material Transportation- means of transportation in rural areas cost of transport. Grading and Standardization, Labelling and Warehousing-processing and selling.	15
Keywords/Tags: Indian rural marketing, channel strategy, genesis of market, farm products, market strategy, market structure, distribution channel etc.		

BR85

Part C- Learning Resources

Text Books, Reference books, Other Resources

1. Dr. Pradeep Kashyap, 'Rural Marketing'
2. Lalita Rama Krishnan, 'Cases in Rural Marketing Management'
3. डॉ. शर्मा एफ. सी. 'ग्रामीण विपणन'
4. डॉ एम. ए. सुदाती. 'Fundamental of Rural marketing'
5. जैन अशोक एवं वरुण ग्रामीण विपणन
6. सिंहमहेंद्र प्रताप भारत में ग्रामीण वितरण

Part D- Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100

Continuous Comprehensive Evaluation (CCE): 40 Marks University Exam (UE):
60 Marks

Internal Assessment: Continuous Comprehensive Evaluation (CCE)	Class Test Assignment/presentation As Per Ordinance- 14(2)	
External Assessment: University Exam Section Time: 3 Hours	Section(A): Short Question Section (B): Long Question	

Any remarks/Suggestions:

13/2/21

(10) (10)

Theory Paper

Part A Introduction		
Program: M.Com.	Class: M.Com.IV Sem.	Session: 2025-26

Subject: International Marketing

1.	Course Code	CC44
2.	Course Title	International Marketing
3.	Course Type	OMRB-II
4.	Pre-requisite (If any)	M.Com. III Sem.
5.	Course Learning outcomes (CLO)	<p>On successful completion of this course, students will be able to: -</p> <ol style="list-style-type: none">1. Describe concept and nature of international marketing, international marketing environment and its components, understand the process of international market segmentation, selection and positioning, and critically assess the suitability of different modes of entry into international markets.2. Understand decisions related to international product planning and pricing.3. Explain methods for promoting a product in foreign markets and understand issues involved with designing of international promotion strategy.4. Describe decisions related to international channel and physical distribution strategies.

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		5. Identify and describe emerging trends and issues in international marketing.	
6	Credit Value	5	
7.	Total Marks	Max. Marks 40+60	Mini. Passing marks: 40

Part B- Content of the Course

Total No. of Lectures

75

Unit	Topics	No. of Lectures
1.	Introduction: Marine trade in ancient India and its marketing system, history of international marketing before and after independence of India. International Marketing: Meaning, Scope, Nature and Significance. International Marketing Environment- Internal and External Environment, International Market. Orientation, Identification and Selection of foreign market, Functions and qualities of an Export Manager.	15
2.	Export Organization: Meaning, affecting factors and types, Overseas Product and product planning Development: It's concept and methods, pricing and its factors, Methods of Pricing, Price quotation, Exim Policy in India.	15
3.	Direct Trading and Indirect Trading: Meaning and Methods, Methods of Payment in international Marketing.	15
4.	International Product Planning and Pricing Decisions: Major product decisions -product quality, design, labeling, packaging, branding and product support services; Issue of product standardization vs. adaptation; International trade product life cycle; New product development. Pricing Decisions for International Markets: Factors influencing international price determination; International pricing process, policies and strategies; Delivery terms and	15

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	currency for export price quotations; Standardized vs. differentiated pricing strategies; Transfer pricing.	
5.	International Distribution Decisions: Distribution channel strategy; Different types of international distribution channels, their roles and functions; Selection and management of overseas middlemen; International distribution logistics - inventory management, transportation, warehousing, and insurance. Emerging Trends in International Marketing: International marketing through Internet; Ecological concerns in international marketing, international marketing ethics.	15
Keywords/Tags: International Marketing, direct and indirect trading, export organisation, product planning, pricing decision, distribution decision, trends in international marketing etc.		

Part C- Learning Resources

Text Books, Reference books, Other Resources

1. Prasad, L. M. 2020. Principles and Practice of Management. 10th ed. New Delhi: Sultan Chand & So
2. Dr. Agrawal Shalini- 'International Marketing'. Sahitya Bhawan Publications, Agra.
3. Philip R. Cateora- 'International Marketing'. Mcgrawhill Publications.
4. Dr. Umesh U., Dr. Indrajeet Goswami- 'International Marketing Management'.
5. डॉ. जैन एस. सी.- 'अन्तर्राष्ट्रीय विपणन' साहित्य भवन पब्लिकेशन आगरा
6. डॉ. जोशी, राकेशमोहन- 'अन्तर्राष्ट्रीय विपणन' ऑक्सफोर्ड यूनिवर्सिटी प्रेस, भोपाल
7. डॉ. सिंघई, जी. सी., मिश्रा जे. पी.- 'अन्तर्राष्ट्रीय व्यापार एवं वित्त' साहित्य भवन पब्लिकेशन, आगरा
8. डॉ. शर्मा राजेन्द्र, 'अन्तर्राष्ट्रीय विपणन', मध्यप्रदेश हिंदी ग्रन्थ अकादमी, भोपाल

Part D- Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100

Continuous Comprehensive Evaluation (CCE): 40 Marks University Exam (UE):
60 Marks

Internal Assessment: Continuous Comprehensive Evaluation (CCE)	Class Test Assignment/presentation As Per Ordinance-14(2)	
External Assessment: University Exam Section Time: 3 Hours	Section(A): Short Question Section (B): Long Question	

Any remarks/Suggestions:

