

Paper III (51823)

Rural Marketing & Service Marketing

Unit – I

Understanding the Rural Market Environment.

Profile of Urban/Rural Markets and Customers.

Problems in Rural Retailing.

Unit – II

Rural Marketing Research, Marketing Information System.

Product & Services for Rural India.

Channel of Distribution & Trade Management in Rural India.

Unit – III

New product launch techniques in Rural Market.

Advertising/Sales promotion strategies for rural retailing.

Future of Rural retailing in India.

Unit – IV

Service Marketing: Introduction concepts The nature of services: Service Industries, categories of service misc. characteristics of services.

Paper VI (51824)

Business Law

Unit – I

Right to information Act, 2005

Unit – II

Weight & Measurement Act, 2008

Unit – III

SEBI Act 1992

Export – Import Documentation

Unit – IV

Patent Act 1970,

Introduction to World Trade organization.

Unit – V

Competition Act, 2002

Introduction to Human Rights

Books recommended:

- Bare Acts.

Marketing strategies for service

firms.

Unit –

V

Managing Service quality: Introduction, customer expectation best practices for service – quality management. Managing Service Brands; Managing Product Support Services.

Books recommended:

The Rural Marketing: Pradeep Kashyap & Siddhart Raut, Biztantra Publication