

**MAHARASHTRA STATE BOARD OF VOCATIONAL EDUCATION EXAMINATION, MUMBAI - 51**

1	Name of Syllabus	<b>C. C. IN RURAL MARKETING (408118)</b>																																																
2	Max.Nos of Student	25 Students																																																
3	Duration	6 Month																																																
4	Type	Part Time																																																
5	Nos Of Days / Week	6 Days																																																
6	Nos Of Hours /Days	4 Hrs																																																
7	Space Required	Workshop = 400 Sq feet <u>Class Room = 200 Sq feet</u> TOTAL = 600 Sq feet																																																
8	Entry Qualification	SSC Passed																																																
9	Objective Of Syllabus/ introduction	To impart necessary competencies with skill required in rural marketing.																																																
10	Employment Opportunity	In rural marketing skilled person’s requirement is increasing and also be able to run a small scale commercial unit																																																
11	Teacher’s Qualification	Diploma/Certificate in concern subject																																																
12	Training System	<b>Training System Per Week</b> <table><tr><td>Theory</td><td>Practical</td><td>Total</td></tr><tr><td>6 Hrs</td><td>18 Hours</td><td>24 Hours</td></tr></table>							Theory	Practical	Total	6 Hrs	18 Hours	24 Hours																																				
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13	Exam. System	<table><tr><td>Sr. No.</td><td>Paper Code</td><td>Name of Subject</td><td>TH/PR</td><td>Hours</td><td>Max. Marks</td><td>Min. Marks</td></tr><tr><td>1</td><td><b>40811811</b></td><td>Rural marketing</td><td>TH-I</td><td>3 hrs</td><td>100</td><td>35</td></tr><tr><td>2</td><td><b>40811812</b></td><td>Entrepreneurial skill</td><td>TH-II</td><td>3 hrs</td><td>100</td><td>35</td></tr><tr><td>3</td><td><b>40811821</b></td><td>Rural marketing</td><td>PR-I</td><td>3 hrs</td><td>100</td><td>50</td></tr><tr><td>4</td><td><b>40811822</b></td><td>Entrepreneurial skill</td><td>PR-II</td><td>3 hrs</td><td>100</td><td>50</td></tr><tr><td></td><td></td><td><b>Total</b></td><td></td><td></td><td><b>400</b></td><td><b>170</b></td></tr></table>							Sr. No.	Paper Code	Name of Subject	TH/PR	Hours	Max. Marks	Min. Marks	1	<b>40811811</b>	Rural marketing	TH-I	3 hrs	100	35	2	<b>40811812</b>	Entrepreneurial skill	TH-II	3 hrs	100	35	3	<b>40811821</b>	Rural marketing	PR-I	3 hrs	100	50	4	<b>40811822</b>	Entrepreneurial skill	PR-II	3 hrs	100	50			<b>Total</b>			<b>400</b>	<b>170</b>
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## **Theory - I - Rural marketing**

Marketing – modern concept  
Marketing and economic development  
Catalytic role of marketing

Indian rural marketing-  
Rural economy  
Meaning of rural market  
Market segmentation  
Problems and prospect

Marketing research-  
Marketing research procedure  
Types and techniques  
Marketing research organization

Product planning and life cycle

Product management integration-  
Product positioning  
Diversification  
Product time  
Simplification  
Branding  
Packaging  
Rural scheme

Pricing-  
Meaning and role of pricing  
Management of pricing  
Socket packaging

Personal selling-  
Meaning and importance  
Status of personal selling at rural market in India, the selling job

Advertising-  
Objectives  
Ethics  
Media selection  
Ad agency  
Ad research  
Rural advertising  
Advertising and sale promotion

Channels of distributions-  
Role of distribution channels  
Selection of appropriate channels for rural market  
Other aspects of channel management  
Conflict and co-operation in distribution channels

Physical distribution-  
Physical distribution management  
System approach to Physical distribution  
Sufficient distribution system in rural marketing

Sales management-  
Sales routine  
Control of sales operation  
Legal aspect of sales  
Allocation of territories and sales conferences  
Fundamentals of successful selling

Knowledge of the goods-  
Type of the product's knowledge required  
Method of acquiring product knowledge

Study of buying motives

Retail chain management

Public relation

Net working

Data collection

Case study

Consumer behaviors

Marketing laws and consumer protection laws  
N G O role in marketing and awareness

## **Practical - I - Rural marketing**

**Marketing research-**

**Marketing research procedure**

**Types and techniques**

**Marketing research organization**

**Product planning and life cycle**

**Personal selling-**

**Meaning and importance**

**Status of personal selling at rural market in India, the selling job**

**Advertising-**

**Objectives**

**Ethics**

**Media selection**

**Ad agency**

**Ad research**

**Rural advertising**

**Advertising and sale promotion**

**Channels of distributions-**

**Role of distribution channels**

**Selection of appropriate channels for rural market**

**Other aspects of channel management**

**Conflict and co-operation in distribution channels**

**Physical distribution-**

**Physical distribution management**

**System approach to Physical distribution**

**Sufficient distribution system in rural marketing**

**Sales management-**

**Sales routine**

**Control of sales operation**

**Legal aspect of sales**

**Allocation of territories and sales conferences**

**Fundamentals of successful selling**

**Knowledge of the goods-**

**Type of the product's knowledge required**

**Method of acquiring product knowledge**

**Study of buying motives**

**Retail chain management**

**Public relation**

**Net working**

**Data collection**

**Case study**

**Consumer behaviors**

**Marketing laws and consumer protection laws**

**N G O role in marketing and awareness**

## **Theory - II - Entrepreneurial skill**

**Marketing- skill and concept**

**Brief idea of small scale unit**

**Technical skill**

**Financial institutes , lead bank for obtaining loans**

**Steps / rules for setting up of business/ production unit**

**Accounts, labor, capital etc**

**Man management, communication, motivation**

**Operational management**

**Market survey**

**Quality control**

**Visit to industrial units for collecting information to start the unit**

**Need of local area**

**Vat / sales tax other taxes**

**Registration of SSI, trade license,**

**Project report, proposal for loans etc**

## **Practical - II - Entrepreneurial skill**

**Marketing- skill and concept**

**Brief idea of small scale unit**

**Operational management**

**Market survey**

**Quality control**

**Visit to industrial units for collecting information to start the unit**

**Need of local area**

**Vat / sales tax other taxes**

**Registration of SSI, trade license,**

**Project report, proposal for loans etc**

**Proforma for preparation of rural marketing**

**Introduction**

**Name of rural marketing**

**Tools required**

**Materials used for rural marketing**

**Procedure**

**Cost of rural marketing**

**Selling price**

**Profit**

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