

Rural Marketing SOLVED NOTES EBOOK CHAPTERWISE



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Description

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PREVIEW OF CHAPTERS SYLLABUS

Security Market Operations

Unit - I

Rural Economy - Rural - Urban disparities-policy interventions required - Rural face to Reforms - The D evelopment exercises in the last few decades.

Unit - II

Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets.

Unit - III

Selection of Markets - Product Strategy - Product mix Decisions - Competitive product strategies for rural markets.

Unit - IV

Pricing strategy - pricing policies - innovative pricing methods for rural markets - promotion strategy - appropriate media - Designing right promotion mix - promotional campaigns.

Unit - V

Distribution - Logistics Management - Problems encountered - selection of appropriate channels - New approaches to reach out rural markets – Electronic choupal applications.

Details

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