



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Shri Vaishnav School of Management

Choice Based Credit System (CBCS) in Light of NEP-2020

MBA- RURAL MANAGEMENT - IV SEMESTER (2021-2023)

MBARM401 RURAL SERVICE MARKETING

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBARM401	DSE	Rural Service Marketing	60	20	20	-	-	3		-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

The objective of this course is to familiarize with the concepts of services and products in rural market and to provide the insights on managing customer interface in rural market.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

Provide knowledge about the of concepts of services and products in the rural market and to manage the customer interface in the rural market.

COURSE CONTENT

Unit I: Understanding Service Products

1. Why study services? Industries or the Service Sector? Powerful forces are transforming service market
2. Four broad categories of services-A service perspective, Services pose distinct marketing challenges
3. Traditional marketing mix applied to services, the extended services marketing mix for managing the customer interface
4. A Framework for developing effective service marketing strategies

Unit II: Understanding Consumers and Markets

1. Consumer Behavior in service context
2. STP in Service Context
3. Positioning services in competitive markets

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Unit III: Marketing Mix of Services

1. Planning and creating service products, The flower of service, Branding service products and experiences
2. New service Development, Distribution in a services context, Distribution options for serving customer: Determining the type of contact, Place and Time Decisions
3. Delivering services in cyberspace, The role of intermediaries, The challenges of Distribution in large domestic markets
4. Distributing services internationally, Setting price and implementing revenue management, Promoting services and educating customers.

Unit IV: Managing the Customer Interface

1. Designing and managing service processes-Flowcharting customer service processes
2. Blueprinting, Service process redesign
3. Balancing demand and productive capacity-Fluctuations in Demand threaten profitability
4. Crafting the service environment, managing people for service advantage

Unit V: Implementing profitable Services Strategies

1. Managing relationships and building loyalty-The search for customer loyalty,
2. Understanding the customer firm relationship, the wheel of loyalty, Strategies for developing loyalty bonds with customer
3. Complaint Handling and Service Recovery
4. Improving Service Quality and Productivity, Striving for service leadership

Suggested Readings:

1. Anderson R. (2001). Customer Relationship Management. New York: McGraw Hill
2. Grover S.K. (2003). Marketing: A Strategic Orientation. New Delhi: S. Chand & Co.
3. Jain S.C. (2001). International Marketing. New Delhi: South-Western Thomson Learning

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Choice Based Credit System (CBCS) in Light of NEP-2020
MBA- RURAL MANAGEMENT - IV SEMESTER (2021-2023)

**MBARM402 LINKING MARKETS FOR RURAL PRODUCE & SUPPLY CHAIN
MANAGEMENT (SCM)**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBARM402	DSE	Linking Markets for Rural Produce & Supply Chain Management (SCM)	60	20	20	-	-	3		-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objectives

1. To familiarize with sales and distribution management of rural products
2. To appreciate the role of sales managers for selling rural products
3. To familiarize with recruitment and selection of sales force
4. To familiarize on distribution management of rural products
5. To create an awareness management of logistics and supply chain management of rural products

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

At the end of this course, the students will be able to:

1. Explain sales and distribution management of rural products
2. Create an action plan for sales personnel
3. Identify the right personnel for the right job at right time
4. Create an action plan distribution of rural products
5. Manage logistics and supply chain for the rural products

COURSE CONTENT

Unit I: Introduction to Sales and Distribution Management

1. Nature and scope of sales management, Personal selling objectives,
2. Types of sales management positions, theories of personal selling, personal selling strategies,
3. Sales forecasting and budgeting decisions, Emerging trends in selling, ethical leadership.

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Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE CONTENT

Unit II: Personal selling process, sales territories and quotas:

1. Selling process, relationship selling,
2. Designing sales territories,
3. Sales quotas and sales organization structures

Unit III: Sales Force: Sales Force Management:

1. Recruitment and selection of sales force,
2. Training, motivating and compensating the salesforce,
3. Controlling the salesforce.

Unit IV: Distribution Management:

1. Introduction, need and scope of distribution management,
2. Marketing channels strategy, levels of channels, and institutions for channel-retailing wholesaling
3. Designing channel systems, channel management

Unit V: Management of Logistics & SCM:

1. Definition & Scope of logistics, Components of logistics, inventory & warehouse management,
2. Transportation, channel Information systems,
3. Extension into Supply Chain Management distribution management in international market.

Suggested Readings:

1. Crandall, R. E & others (2010). **Principles of Supply Chain Management**. CRC Press.
2. Johnson, E.M (2007). **Sales Management: Concepts Practices & Cases**, McGraw Hill Co: Hyderabad.
3. Shah, J (2009). **Supply Chain Management**. (1st Ed). Pearson.
4. Tanner, J; Honeycutt E.D; and Erffmeyer R C (2009). **Sales Management**, Pearson Education: Harlow.

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MBA- RURAL MANAGEMENT - IV SEMESTER (2021-2023)

MBARM403 COMMODITY MARKETS, PRICING AND DERIVATIVES

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBARM403	DSE	Commodity Markets, Pricing and Derivatives	60	20	20	-	-	3		-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

Students will be able to

1. To acquaint with the role and functions of derivatives
2. To orient on key characteristics of commodity markets
3. To introduce the students to the concepts of commodity indexes
4. To appraise on futures and forwards
5. To provide insights on options on commodities and its indices

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

At the end of this course, the students will be able to:

1. Explain the role and functions of derivatives
2. Describe key characteristics of commodity markets
3. Explain the concepts of commodity indexes
4. Describe futures and forwards
5. Explain options on commodities and its indices

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COURSE CONTENT

Unit I: Role and Functions of Derivatives:

1. Economic Role, Risk Management, Price Discovery, and Transactional Efficiency.
2. Types and Classification of Derivatives: Options, Forwards, Futures and Swaps.
3. OTC Derivatives and Exchange Traded Derivatives.
4. Users of Derivatives: Market makers, Hedgers,
5. Speculators and Arbitrageurs

Unit II: Commodity Markets

1. Key Characteristics,
2. Market Participants,
3. Commodity Investments,
4. Commodity Return and Volatility,
5. Commodity Return Correlations, Commodity Hedging.

Unit III: Commodity Indexes

1. Concepts, Index Composition,
2. Index Weights,
3. Index Rebalancing and Return and Volatility
4. Calculation of Commodity Indexes.

Unit IV: Futures and Forwards: Mechanics of Future Markets

1. Specification of futures contracts,
2. Margin money on Futures Contract, Daily Settlement of the contracts and margin call and Futures Clearing Corporation.
3. Futures pricing and Hedging strategies using Futures.

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Unit V: Options on Commodities and its Indexes:

1. Types of Options, Options Clearing Corporations,
2. Trading Strategies involving options, Combinations of options – spreads, straddle, strips, straps and strangle.
3. Pricing of options – Black & schools Model, Option Greeks and Delta Hedging,
4. Swaps, Modus Operandi of Swaps, Mechanics of Interest Rate Swaps, Valuation of Interest Rate Swaps, Credit Risk in Swaps.

Suggested Readings

1. Derivatives and Risk Management 1st Edition, Kindle Edition by Sundaram Janakiramanan
2. Options, Futures, and Other Derivatives by John C. Hull
3. Vohra, N.D. and Bagri, B.R. (2009). Futures and Options. New Delhi: Tata McGraw-Hill.
4. Chatnani, N. N (2009). Commodity Markets-Operations: Instruments and Applications, Tata McGraw Hill Education Pvt. Ltd.
5. Geman, H (2005). Commodities and Commodity Derivatives: Modeling and Pricing for Agricultural. Metals and Energy, John Wiley & Sons Ltd.

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MBARM404: CIVIL SOCIETY AND SUSTAINABLE DEVELOPMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBARM404	DSE	Civil Society and Sustainable Development	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; CC- Core Course, DSE: Discipline Specific Elective

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

1. To help students to understand the important role of civil society in rural development
2. To give the student an understanding of role played by civil society organizations in improving sustainable rural livelihoods.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. The students will be able to comprehend the history of civil society and its interdependence with social justice
2. The students will be able to understand sustainable development and take appropriate measures in improving rural livelihood.

COURSE CONTENT

Unit I: History of Civil Society

1. History of civil society, its origin, meaning and definition,
2. Civil society and its effect in Europe and India
3. The classical debate: Social contract theorists
4. Hobbes, Locke and Rousseau: Hegel, Emannel Kant, Karl Marx Engels and Neo

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MBARM404	DSE	Civil Society and Sustainable Development	60	20	20	-	-	3	-	-	3

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***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Unit II: Civil Society and Social Justice

1. Civil society, state and Democracy
2. Pluralism and Civil Society
3. Social justice in globalized society
4. Civil society and good society

Unit III: Nature of Civil Society in India

1. Democracy and Civil Society in India
2. India and Civil Society: Religion Caste and Language in Civil Society and Identity politics in India
3. NGOs and Civil Society in India
4. Civil Society Organization partnership in urban governance: An appraisal of the Mumbai-experience of Civil Society and Social change in Modern India

Unit IV: Sustainable Rural Development

1. Gandhian Economic thought and sustainable rural development
2. Civil Society Issues, Anna Hazare and Anti-corruption movement
3. Globalization-Basic Understanding and contemporary issues.
4. Multilateral Agencies: WTO, IMF, World Bank

Unit V: Sustainable Development Goals (SDGs)

1. Definition, Meaning, Indicators
2. Role of UNDPs, Governmental and non-governmental organizations
3. Strengthening the means of implementation and revitalizing the global partnership
4. Local connotation for SDGs

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Suggested Readings

1. Backus, M. (2001). *E-governance in Developing Countries*. The International Institute for Communication and Development. Research Brief-No.1, pp. 1-4
2. Kiran, B et. al. (2001). *Government @ net*, New Delhi: Sage Publications.
3. Subhash, B and Schware, R (2000). *Information and Communication Technology in Development: Cases from India*. New Delhi.
4. Subhash, B. (2009). *Unlocking E-government Potential- Concepts, Cases and Practical Insights*. New Delhi: Sage Publications.

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MBARM405 INTEGRATED MARKETING COMMUNICATION

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MBARM405	DSE	Integrated Marketing Communication	60	20	20	-	-	3		-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objectives

To familiarize with concepts and practices in integrated marketing communication and to provide insights on planning for marketing communication.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. Students will be able to explain concepts and practices in integrated marketing communication
2. Students will be able to apply various communication tools in developing integrated marketing communication programs.

COURSE CONTENT

Unit I: An Introduction to Integrated Marketing Communication (IMC)

1. Meaning and role of IMC in Marketing process
2. One voice communication V/s IMC
3. Introduction to IMC tools – Advertising, sales promotion, publicity, public relations, and event sponsorship
4. Role of advertising agencies and other marketing organizations providing marketing services and perspective on consumer behavior

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MBARM405	DSE	Integrated Marketing Communication	60	20	20	-	-	3		-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Unit II: Understanding Communication Process

1. Source, Message and channel factors, Communication response hierarchy- AIDA model
2. Hierarchy of effect model, Innovation adoption model, information processing model
3. The standard learning Hierarchy, Attribution Hierarchy, and low involvement hierarchy Consumer involvement
4. The Elaboration Likelihood (ELM) model, The Foote, Cone and Belding (FCB) Model

Unit III: Planning for Marketing Communication (MARCOM)

1. Establishing Marcom Objectives and Budgeting for Promotional Programs, Setting communication objectives
2. Sales as marcom objective, DAGMAR approach for setting ad objectives.
3. Budgeting for marcom-Factors influencing budget
4. Theoretical approach to budgeting, viz. Marginal analysis and Sales response curve, Method to determine marcom budget.

Unit IV: Developing the Integrated Marketing Communication Programs

1. Planning and development of creative marcom.
2. Creative strategies in advertising, sales promotion, publicity, event sponsorships,
3. Creative strategy in implementation and evaluation of marcom- Types of appeals and execution styles.
4. Media planning and selection decisions- steps involved and information needed for media planning

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			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBARM405	DSE	Integrated Marketing Communication	60	20	20	-	-	3		-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Unit V: Measuring Effectiveness and Control of Promotional Programs

1. Meaning and importance of measuring communication effectiveness, the testing process, measuring the effectiveness of other promotional tools and IMC
2. The ethical, social, and legal aspects of advertising and promotion,
3. Social Communication Different legislative
4. Self-regulatory codes controlling advertising and promotions in India viz. advertising councils code, print media codes, broadcasting media codes and regulations governing sales promotion, packaging, direct marketing and internet marketing.

Suggested Readings

1. Andreasen (2006). Social marketing in the 21st century. SAGE Publications.
2. French, M & Reynolds (2011). Social Marketing Case Book. London: Sage publications.
3. Lee and Kotler (2016). Social marketing Changing Behaviors for Good. USA: Sage Publications.
4. Menon, Arpita.(2015). Media Planning and Buying. New Delhi. McGraw Hill Education.
5. Sissors, Jack Z. and Baron, Roger B. (2016). Advertising Media Planning.McGraw Hill Education.
6. Kitchen [Philip J.](#) and Tourky [Marwa E.](#) (2022).Integrated Marketing Communications: A Global Brand-Driven Approach 2nd ed. Edition. Mc Millan Publication
7. Pradeep Kashyap. (2016) Rural Marketing, 3/e. Pearson Education

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Choice Based Credit System (CBCS) in Light of NEP-2020 MBA- RURAL MANAGEMENT - IV SEMESTER (2021-2023)

MBARM406 RURAL PROCUREMENT, MANAGEMENT AND RETAILING

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBARM406	DSE	Rural Procurement, Management & Retailing	60	20	20	-	-	3		-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

The objective of this course is to help students gain an understanding of the concepts of retailing and to provide the insights on retail merchandising, retail communication, distribution and store management for rural products.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

Provide knowledge of the concepts on retailing and will be able to describe the procurement process, retail merchandising, retail communication and distribution and store management.

COURSE CONTENT

Unit I: Introduction

1. Definition and Concept of Retailing
2. Retailer's role in distribution channel – Functions of Retailing
3. Socio Economic significance of retailing - Formats of retailing
4. Recent trends in retailing - organized and unorganized retailing
5. Role of technology in retailing – E – retailing.

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MBA- RURAL MANAGEMENT - IV SEMESTER (2021-2023)

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Unit II: Procurement

1. Introduction, Category Management, Project Management for Procurement, Sales Skills for Procurement Professionals,
2. Supplier Relationship Management, Negotiating and Influencing, Stakeholder Management, Finance and Procurement
3. ICTs in Procurement.

Unit III: Retail Merchandising

1. Retail Merchandizing and Pricing Types of Merchandise - Merchandise assortments, Merchandise procurement Process
2. Sales Forecasting
3. Merchandise Planning, Merchandise buying systems
4. Retail Pricing, Factors influencing Retail Pricing, Setting Retail Prices, Different approaches of Retail Pricing.

Unit IV: Retail Communication, Distribution & Store Management

1. Need and importance of promotion mix in retailing, Communication programs to develop brand images and customer loyalty, Methods of communication, Retail Promotion Budgets
2. Retail Logistics, Supply Chain Management, Transportation & Warehousing – Inventory Management.
3. Retail Store Location and Store Management: Retail Locations, Store layout design, Store Design Objectives, Space management, Visual Merchandising, Fixtures, atmospherics
4. Human Resource Management in Retailing: Recruitment, Selection Motivation, Compensation and Control of Store employees.

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MBA- RURAL MANAGEMENT - IV SEMESTER (2021-2023)

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Unit V: Retail Customer Behaviour and Customer Service

1. The buying Process – Types of Buying Decisions, Factors influencing buying process
2. Factors influencing customer loyalty
3. Customer Service Strategies
4. Setting Service standards, Improving retail service quality, Service recovery.

Suggested Readings:

1. Madan KV (2009). Fundamentals of Retailing. Tata McGraw Hill.
2. Pradhan, S. (2009). Retail Marketing Management. Tata McGraw Hill.

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