

**SCHOOL OF STUDIES IN DISTANCE EDUCATION  
JIWAJI UNIVERSITY, GWALIOR**



*Syllabus*

**MBA (RTM) Previous**

**Rural Technology and Management**

Each theory paper marks are divided into two parts:

- Theory paper will be of 70 marks for which minimum pass marks are 21.
- Assignment will be of 30 marks for which minimum pass marks will be 12.
- In aggregate passing marks of theory and Assignment should not be less than 40% in each subject.

**MBA (RTM) Previous**  
**Rural Technology and Management**

Paper Code	Title of the Paper	Maximum		Minimum		Total Min. in Theo. & Assig.
		Theory	Assignment	Theory	Assignment	
DRTM 101	Statistical Methods for Rural Management	70	30	21	12	40
DRTM 102	Introduction to Information Technology	70	30	21	12	40
DRTM 103	Rural Financial Management	70	30	21	12	40
DRTM 104	Sales and Distribution Management	70	30	21	12	40
DRTM 105	Principles Management & Law of Co-Operatives	70	30	21	12	40
DRTM 106	Sociology of Rural India	70	30	21	12	40

40 % and above but less than 50 % in aggregate	:	Third Division
50 % and above but less than 60 % in aggregate	:	Second Division
60 % and above in aggregate	:	First Division
75 % and above in aggregate	:	First Division with distinction

**Note :-** A candidate failing in two subject shall be allowed to appear in (Distance Mode) supplementary examination held with next year examination.

**MBA (RTM) 101 (Previous)**  
**Statistical Methods for Rural Management**

Marks	Maxi.	Min pass
Theory	70	28
Assignment	30	12

**Unit I: Data Analysis and Measures of Central Tendency:**

Meaning, nature, scope and limitations of statistics collection of statistical data, classification, tabulation and diagrammatic representation of data, Measures of central tendency : Statistical averages Mean, Median, Mode.

**Unit II: Measures of Dispersion:**

Mean Deviation, Standard Deviation, Skew ness. Correlation & Regression Analysis: Definition and importance, Types of correlation, Methods of determining Correlation, Calculation of coefficient of correlation, Carl Pearson's coefficient of correlation. Probable error, Rank correlation, simple, partial & multiple correlations. Regression Analysis: Lines of regression, method at least square, ratio of variation.

**Unit III : Index Number:**

Definition and characteristics, Problems in the construction of Index number, Consumer price index number, family budget method Fisher's ideal index number. Theory of sampling: Methods of sampling, sampling distributions, statistical inference, standard error- testing of hypothesis, test of significance, "t" test, "F" test,

**Unit IV: Indian Statistics:**

Statistical organization in India, central statistical organization, National sample survey organization, Population statistics, National income statistics, Agriculture statistics, Trade statistics, Industrial statistics, Labor statistics Price statistics.

**MBA (RTM) 102 (Previous)**  
**Introduction to Information Technology**

Marks	Maximum	Min pass
Theory	70	28
Assignment	30	12

**Unit I :**

Data, Information and knowledge, concept of information, need of information: professional, educational, research, qualities of information, value of information, difference between data and information, properties of the needed information, Information and Management : planning, organizing, co-ordinating and controlling,

**Unit II:**

Functional units of computer: Input/output unit, CPU, Memory, Main memory, ROM, RAM, Secondary storage, cache memory: Magnetic Disk, H/D, F/D, Magnetic tape, CD-ROM, Software : Application and System Software.

**Unit III:**

Operating system, feature of system software: assembler, compiler, interpreter, Types of Operating System : Single, Multiprogramming, Real time systems, DOS, Internal and External commands, MD, DIR, CD, Copy, Xcopy, diskcopy, del, format, attrib, move, deltree.

**Unit IV:**

Word Processing : How to create a word document, save, edit, delete, centering text, highlighting, copy, cut, paste, print a document, change fonts, bold, underline a text, Basics of Internet, E-mail, understanding an E-mail address.

**MBA (RTM) 103 (Previous)**  
**Rural Financial Management**

Marks	Maximum	Min pass
Theory	70	28
Assignment	30	12

**Unit I:**

Cooperative: Meaning, objectives, importance, development of cooperatives, cooperatives – economy, principles. Cooperatives society structure and types.

**Unit II:**

Financial Management: Meaning, objectives, importance, sources of long term and short term finance, sources of rural finance and its importance.

**Unit III:**

Corporate financial planning, determination of capital structure, Institutional financing of industries, importance and techniques of financial analysis, organization for finance function and objects of finance function.

**Unit IV:**

Cooperative Finance : structure, needs and objectives, agriculture credit societies, service cooperatives, central cooperatives banks, state cooperative banks, land development banks, regional rural banks, NABARD.

**MBA (RTM) 104 (Previous)**  
**Sales and Distribution Management**

Marks	Maximum	Min pass
Theory	70	28
Assignment	30	12

**Unit I: Sales Management**

Meaning, definition, Characteristics, Importance, Objectives, sales organization :- definition and importance, types of sales organization, functional sales organization, Personal Selling, prospecting customers, presentation of sales/method of personal selling, handling of meeting objections/resistance.

**Unit II:**

Meaning the sales force : Intro., Recruitment and its sources, selection and its tools, Training of salesmen Compensation and motivation of sales force, criteria for designing a compensation package, motivations and needs, salesperson and motivation techniques, monitoring and performance evaluation, salesmen evaluation, setting performance standards, qualitative performance criteria, comparing performance with norms.

**Unit III:**

Marketing Intermediaries: Definition of Marketing Intermediaries, Marketing channel: - nature, type of channel flow, function, design and objectives, objectives, management decision, alternatives.

**Unit IV:**

Distribution channel: definition, importance, classification, types, function, and selection of appropriate channel. Sales meeting and self contains, execution, types of sales meeting, managerial evaluation of contests, physical distribution, and sales territories. Quotas: uses, types.

**MBA (RTM) 105 (Previous)**  
**Principles Management & Law of Co-Operatives**

Marks	Maximum	Min pass
Theory	70	28
Assignment	30	12

**Unit I :**

Co-operatives- Meaning, objectives, Importance, & Principles of co-operatives.

**Unit II:**

Co-operative management - Meaning, needs, Importance, functions, principles & Structure of co-operative management. Co-operative audit, co-operative supervision, duties of co-operative manager.

**Unit III:**

Stages of co-operative society act, important provision of co-operative act, important provisions of model bill, M.P. Co-operative society act 1960-registration, membership, rights, responsibilities, privileges of M.P. co-operative act.

**Unit IV :**

Rights & privileges of societies, management of societies, procedure of settlement of disputes, liquidation of societies & co-operative banks, offences & penalties, M.P. State co-operative tribunal appeal & re inspection.

**MBA RTM 106 (Previous)**  
**Sociology of Rural India**

Marks	Maximum	Min pass
Theory	70	28
Assignment	30	12

**Unit I :**

Rural sociology: meaning & definition, origin & development, subject matter; nature study method & importance rural social system: concept of village, characteristics of rural society especially in Indian context. Basic concept: peasant society, little community & folk culture. Rural processes in India parochialisation, universalisation sanskritisation, little & tradition. Indian rural social structure: joint family (rural), kinship, caste system, caste panchayat, jajmani system, marriage, religion, education & recreation

**Unit II :**

Rural power structure: leadership -its changing patterns, rural functions, dominant caste. Agrarian relations: traditional & contemporary, land reforms & agrarian unrest. Dynamics in Indian rural society. Social change in rural society. Rural public in India.

**Unit III:**

Change & rural society, agrarian movement in India, rural society & modernization, sarvodaya, bhodan & gramdan, panchayatiraj in India.

**Unit IV :**

Co-operative movement in India, rural development in India : important plans and programmes, community development programmes in India, green revolution & other revolution in rural area of India, major problems of rural India, rural reconstruction & planning.

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*Syllabus*

**MBA (RTM) Final**

**Rural Technology and Management**

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**MBA (RTM) Final**

**Rural Technology and Management**

Paper Code	Title of the Paper	Maximum			Minimum			Total Min. in Theo. & Assig.
		Theory	Assignment	Project	Theory	Assignment	Project	
DRTM 201	Rural Marketing	70	30	--	21	12	--	40
DRTM 202	WTO & Rural Development	70	30	--	21	12	--	40
DRTM 203	Food and Food Products	70	30	--	21	12	--	40
DRTM 204	Sales and Advertising Managements	70	30	--	21	12	--	40
DRTM 205	Project (Equal to two theory papers)	--	--	200	21	12	80	80

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**MBA (RTM) 201 (Final)**  
**Rural Marketing**

Marks	Maximum	Min pass
Theory	70	28
Assignment	30	12

**Unit-I: Introductory**

Concepts of marketing; difference between marketing selling and retailing; marketing mix, market-segmentation, marketing planning. Strategy and Approaches; modern concept of marketing.

**Unit- II: Consumer Behavior and Marketing Research:**

Concept of Consumer Behavior, Buying Motives; Study of Consumer Behavior and Motivational Research, Marketing Information System; Marketing Research, its types, nature, scope, role and method of conducting marketing research.

**Unit – III: Product Management:**

Nature and Scope of Product Policy decisions. Product mix Product line and product life cycle. Product planning and Development Process of Developing the new products, Product Diversification, Product Improvement, Product Dropping, Branding and Trade marks.

**Unit – IV: Product Pricing:**

Concept, Nature and Scope of Product pricing decision; Price policy Considerations, Objectives and strategies of Pricing, Selling below cost, Price dumping, Price Discrimination, Resale price maintenance, Government regulation of pricing.

**Unit –V : Distribution Management :**

Decisions relating to channels of Distribution; Different channels of Distribution; Choice of channels; Management of Physical Distribution A Study of promotion Mix; Advertising, Sales promotion; Public Relation and Personal Selling.

**Book for library – Marketing Mgt. by T. N. Chambray**

**MBA (RTM) 202 (Final)**  
**WTO and Rural Development**

Marks	Maximum	Min pass
Theory	70	28
Assignment	30	12

**Unit – I**

International Trade and Trading Blocks: Policy and Procedures; Institutionalization of International Trade, Pre GATT International Trade, Post GATT International Trade – Establishment of WTO, Other Institutional Trade organisations including Regional Economic Blocks – ASEAN, SAARC/SAPTA, NAFTA, EC etc.

**Unit – II**

Basic Principles of WTO and GATT – Their functions and Area of operation; Various agreements under WTO; WTO provisions on Anti-dumping laws, Anti Dumping duties, Regulatory frame world; WTO provisions on subsidies and countervailing duties, Administration of countervailing duties, producer for countervailing duties and emerging trends; International aspects of competition policy, competition and consumer protection

**Unit – III**

Intellectual Property, Foreign Collaborations and Joint Ventures: Concepts and objectives; Various provisions of TRIPA agreements, Intellectual property systems in India; Law and Procedure relating to patents, Trade marks, Copyright etc.; International conventions, relating to Intellectual property, Drafting of agreement, restrictive clauses in the foreign collaboration, Joint Venture Agreements, Indian Joint Venture abroad.

**Unit – IV**

Settlement of Disputes under WTO; Disputes settlement under WTO – Rules, Regulation and Procedures relating to settlement of disputes under WTO.

**Unit – V**

Impact of WTO on Indian Rural Development: Impact on Agriculture and Agri-business Management; Impact on Small Business Management ; Impact on Social Development Programme

**Based on Book :** International Economics by Francis Cherunilam.

**MBA (RTM) 203 (Final)**  
**Food and Food Products**

Marks	Maximum	Min pass
Theory	70	28
Assignment	30	12

**Unit I- Physiochemical Properties of Food**

Chief constituents of food and their nutritional significance. Food spoilage and sensory methods of food analysis. Food additives: General study of food flavours, preservatives and stabilizers. Commonly used spices and their constituents.

**Unit II-Vegetable and Fruits products**

Constituents of vegetables and fruits, food value and mode of assimilation. Common fruit products; Jam, Jally, marmalade, Ketchup and sauce. Their nutritional significance.

**Unit III-Dairy Products and Bakery & confectioneries**

Constituents of milk and its food value. Composition on common milk products viz., Butter, Cream, Cheese, Ghee, Ice cream and Yoghurt. A general idea of processing and fermentation and physiology of digestion of milk. Constituents of wheat flour, types of bakery products, bread, biscuit, cakes and icings, factors affecting qualities of backines; Confectionaries Chocklates, Toffees and Candied food value and adverse effects.

**Unit IV- Introduction to Biotechnology and its applications I**

General Characteristics of molds, yeasts and bacteria. Introduction to industrial microbiology and its scope; Deteriorative factors in food. Principles of food preservation. General principles by use of high temperature, by low temperature, by drying.

**Unit V-Introduction to Biotechnology and its applications II**

Alcoholic fermentation, fermentation media, types, defects and diseases, manufacture of wine, bear whisky and vinegar etc. SOFT DRINK: Constituents and food value, fermented food products, mode of preparation and uses. Tea, Coffee and coca-constituents and food value and processing. FRUIT BEVERAGES: Types and methods of preparation and uses.

**MBA (RTM) 204 (Final)**  
**Sales and Advertising Managements**

Marks	Maximum	Min pass
Theory	70	28
Assignment	30	12

**Unit I - Sales Management and planning**

Concept, Objectives and functions of sales management. Estimation of current and future demand. Sales budgeting designing sales territories, setting sales quota and organizational setup for sales department.

**Unit II - Personal selling, management of sales force and Logistic Management**

Types and theories of selling – the selling process, strategies and styles.

Designing the sales force objectives, Sales force requirements, Sales force structure, Sales force size, Sales force recruitment and selection, training, compensating and Motivating, directing and controlling the sales persons.

Managing physical distribution, supporting and facilitating services in physical distribution management. Information system for physical distribution.

**Unit III - Advertising introduction**

Concept, scope, objectives, social and economic roles of advertising, process of advertising, Advertising and marketing, Types of advertising, legal and ethical issues in advertising.

**Unit IV - Advertising decisions**

Setting, advertising, budget, advertising message and copy decisions, preparation of layouts of advertisement, Media decisions, Evaluation of advertising effectiveness.

**Unit V - Advertising communication system and advertising business and Agencies**

Advertising communication models, advertising appeals; Advertising agencies role, functions, structure and choice variables.

**Based on Book:** Sales Management by Still, Cundiff and Govari

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**MBA (RTM) 205 (Final)**  
**Project (Equal to two Papers)**