

Dr. B. B. Hegde First Grade College, Kundapura

REGULATIONS GOVERNING CERTIFICATE COURSE

1. **Title:** The programme shall be called Certificate course in respective disciplines.
2. **Eligibility for Admission:** A candidate admitted to any degree in Dr. B. B. Hegde First Grade College is eligible for admission to certificate course.
3. **Duration:** Duration of the certificate course shall be minimum of 30 hours of instruction including practical and should be completed in an academic year.
4. **Medium of instruction:** Medium of instruction and examination shall be in English/Kannada.
5. **Attendance:** A candidate shall be considered to have a satisfied requirement of attendance for the programme, if he/ she attends not less than 75% of classes actually held in each subject computed for theory or practical where ever applicable. However, shortage of attendance of 60% is condoned by the coordinator of the certificate course or the Principal.
6. **Hours of instruction and examination:** 30 hours minimum instruction.

Hours: 2 hrs/ week

Duration of Exam: 3 hrs.

Max. Marks: 100/Subject

Min. Marks: 35%

Percentage of marks for declaration of grades: The grades are declared as following:

Aggregate percentage	Grade point	Alpha sign grade	Class
90% and above	9	O	First class with distinction
80% and above but below 90%	8	A ⁺⁺	
70% and above but below 80%	7	A ⁺	
60% and above but below 70%	6	A	First Class
55% and above but below 60%	5	B ⁺	High Second Class
50% and above but below 55%	4	B	Second Class
35% and above but below 50%	3	C	Pass Class
Below 35%	2	D	Fail

ATTESTED

Principal
Dr. B. B. Hegde First Grade College
Kundapura - 576201

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GUIDELINES FOR CONDUCTING CERTIFICATE COURSE

IN

Dr. B. B. Hegde First Grade College, Kundapura

1. The Students are permitted to take up any number of certificate courses according to their wish during the regular study in the College.

2. Admission procedure for certificate course:

- 2.1 Each department should provide the detailed syllabus and examination pattern of certificate course by the last working day of academic year for admission in the next academic year for the programme to the coordinator of certificate course.
- 2.2 The Coordinator would prepare the list of all available certificate courses and publish it in the prospects of the College and publish in the College notice board for admission.
- 2.3 A student desired to admit to certificate course shall obtain application form from College office and submit it to the Head of the department of the concerned department organizing certificate course.
- 2.4 The Head of the department of departments should submit the application form to the coordinator.
- 2.5 The coordinator should publish the list of selected candidates and students should pay the fee within a week after publication of list.
- 2.6 The Head of the departments are required to enroll the students for classes after verifying fee paid receipt.
- 2.7 A student once joined the course is not permitted to discontinue for any reason and in no circumstances the fee paid will be refunded.

3. Examination:

- 3.1 After completion of course each department should submit the attendance particulars and details of class conducted to the coordinator, on approval of coordinator the examination process can be initiated.
- 3.2 Each department should prepare question paper in accordance with the regulations and conduct the examination.

- 3.3 After the evaluation, mark sheet of students should be submitted to coordinator of the programme as per the schedule.
- 3.4 If student fails to get the minimum percentage of marks then they should appear for re-examination when it is offered.
- 3.5 The certificate will be issued by the coordinator through College office with seal and signature of the Principal.


4. Academic calendar for certificate course:

- 4.1 Admission to the course: Within 15 days after reopening of College/Semester.
- 4.2 Publication of selected course: First week after reopening of College/Semester.
- 4.3 Payment of fees: Within third week after reopening of College/Semester.
- 4.4 Submission of shortage of attendance and course completion form to coordinators: Two weeks before commencement of examination.
- 4.5 Examination: one week before last week of respective academic year/ semester.
- 4.6 Announcement of result: Before commencement of next academic year.
- 4.7 Issue of certificate: First week of next academic year/ semester.

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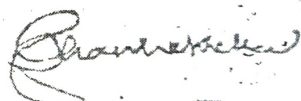

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REMUNERATION AND FEES OF CERTIFICATE COURSE

1. Remuneration for the conductance of course should be approved by the coordinator of the course and the Principal of Dr. B. B. Hegde First Grade College, Kundapura.
2. Remuneration for teachers should be predecided in consultation with coordinator and the Principal by respective head of the departments or programme in-charge of respective course.
3. The fee for each course should be decided by the coordinator of the course with consultation of the Principal.
4. The fee would be collected by the college office and all the expenses will be paid by the office.
5. Except in the case of unavoidable conditions, expenses of the course should not exceed the income.

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**Documents to be submitted to the Coordinator of Certificate
course
by the HOD**

1. Application Form
2. Certificate Course Profile
3. Syllabus copy in prescribed format
4. Budget Form
5. List of students with allotted Register No.
6. Admission Register
7. Attendance Register
8. Attendance Shortage Form
9. Course Completion Form
10. Expense Form With Bills
11. Marks Card

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**Dr. B. B. Hegde First Grade College,
Kundapura
Certificate Courses : 2019-20
Time- Table**

Timing : 1.30 – 4.00 p.m.

Day : Saturday afternoon

Sl. No.	Department	Course	Co-ordinator	Room No.
1.	Commerce & Management	Consumer Education	Mr. Sudhir Kumar	001
2.	English	Spoken English	Mrs. Spoorthy S. Fernandes Ms. Amratha	002
3.	Political Science	Panchayathraj & Rural Development	Mr. Praveen Mogaveera	003
4.	Commerce & Management	Event Management	Mr. Shivaraj C Mr. Hareesha B	101
5.	Economics	Rural Marketing	Mr. Sudhakar P	102
6.	Library	Yoga & Meditation	Mr. Mahesh Babu	103
7.	Kannada	Yakshagana	Mr. Chethan Kumar Shetty Mr. Rakshith Rao	104
8.	Commerce & Management	Fashion designing	Mrs. Avitha Correa	105
9.	Computer Science	Tally & GST	Mrs. Nuthan S	106
10.	Computer Science	Basic Windows	Ms. Soumya N	107


Mr. Shivaraj C
Chief Co-ordinator
Certificate Course

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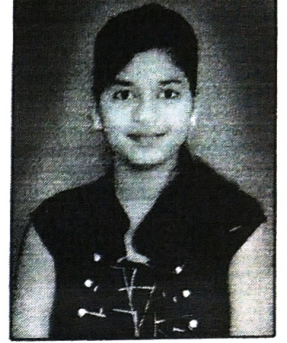
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Dr. B. B. HEGDE FIRST GRADE COLLEGE, KUNDAPURA

Department of Economics

Application For Certificate Course.



Name of the Student : Bhoomika
Class & selection : II Bcom 'D'
Roll NO : 3916
Father's Name : Ramesh Poojary
Mother's Name : Yashodha
Guardian's Name : -
Contact Number : 7204693879
Email ID : bhoomikapoojary64@gmail.com
Permanent Address : Harinahithlu, Sablady, Hattiangandi - Post ,
Kundapura - Tq.
Percentage of Marks :

SSLC	PUC	I SEM	II SEM	III SEM	IV SEM	V SEM	VI SEM
85.76%	88.16%	79.53%	83.88%	88.93%	92%		

Interested in Rural Marketing certificate course.

Undertaking:

I abide all the rules and regulations relating to the certificate courses offered by the department.

Ramesh
Signature of the Parent

Bhoomika
Signature of the Student

Date:

Place:

(For office use only)

Admitted to Rural Marketing certificate course during the academic year 2019-20

Coordinator

H.O.D. of Economics
Dr. B. B. Hegde First Grade College
Kundapura - 576201
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Principal
Dr. B. B. Hegde First Grade College
Kundapura - 576201

Dr. B. B. HEGDE FIRST GRADE COLLEGE, KUNDAPURA

Department of Economics

Application For Certificate Course.

Name of the Student : Bhagyashree Hebbar
Class & selection : EL Biom B'
Roll NO : 3712
Father's Name : Jagannatha Hebbar
Mother's Name : Rajeshwari Hebbar
Guardian's Name : -
Contact Number : 9731803009
Email ID : bhagyashreehebbar8@gmail.com
Permanent Address : Mahavishnu Temple near, Nandikeshwara Nilaya
Padukone, Hadavu post.
Percentage of Marks :




SSLC	PUC	I SEM	II SEM	III SEM	IV SEM	V SEM	VI SEM
73.76	57.66	69.76	71.06	74.13			

Interested in Rural Marketing certificate course.

Undertaking:

I abide all the rules and regulations relating to the certificate courses offered by the department.


Signature of the Parent



Signature of the Student


Date: 03-08-2021


Place: Kundapura

(For office use only)

Admitted to Rural Marketing certificate course during the academic year 2019-20


Coordinator


H.O.D. of Economics
Dr. B. B. Hegde First Grade College
Kundapura - 576201

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Dr. B. B. Hegde First Grade College, Kundapura
Certificate Courses : 2019-20
Result Sheet

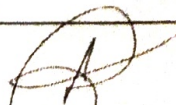
Course Name : Rural Marketing


Total Marks : 100


Co-ordinator : Mr Sudhakar. P.

Sl. No.	Name	Marks obtained	Grade Point	Alpha Sign Grade
1.	Abhilasha	93	9	0
2.	Ashwini	92	9	0
3.	Ashirvada	90	9	0
4.	Bhagya shree Hebbar	89	8	A++
5.	vignasha	85	8	A++
6.	Melita Lobo	95	9	0
7.	Pradeep Shelty	95	9	0
8.	Sushand Kumar	96	9	0
9.	Ashwini poojary	95	9	0
10.	Yashas	94	9	0
11.	Bhoemika	93	9	0
12.	Sowjanya	94	9	0
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Mr. Shivaraj C
 Chief Co-ordinator
 Certificate Course

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Rural Marketing

is a process of developing, pricing, promoting and distributing rural specific goods and services leading to desired exchange with rural customers to satisfy their needs & wants, and also to achieve organisational objectives.

OR

Planning & Implementation of marketing functions for rural areas.

Objectives:-

- Conceptual clarity about fundamental Rural marketing concepts - Rural & Rural marketing
- Learn about evolution of Rural Marketing in India
- comprehend the Rural Marketing process as Rural Marketing model.
- comparative analysis of Rural vs Urban Marketing
- Marketing strategies

Learning Skill

Learning depends upon patience & aptitude for:
Learning is the process of acquiring new, or modifying existing, knowledge, behaviors, skills, values or preferences. Objectives are -

- Learning enlightened a person
- It enhances a knowledge and work culture.
- It promotes a sort of human relationship between learners & teachers.



DR. B. B. HEGDE FIRST GRADE COLLEGE
KUNDA PURA
Certificate Course

RURAL MARKETING

DATE:

This is to certify that Mr/Miss..... *Pradeep Shetty*.....
has successfully completed Rural Marketing Certificate Course during the year.....

Prof. K. Umesh Shetty

Shivraj C



KUNDAPURA Certificate Course

RURAL MARKETING

DATE:

This is to certify that Mr/Miss.....*Melita Lobo*.....
has successfully completed Rural Marketing Certificate Course during the year.....

Prof. K. Umesh Shetty
Principal

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Principal
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Shivaraj.C
Chief Co-ordinator

Dr. B. B. Hegde First Grade College, Kundapura

Department of Economics

Certificate Course on Rural Marketing

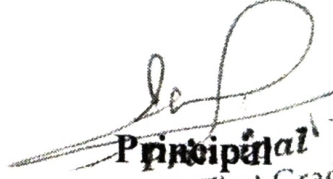
Budget for the year 2019-20

Receipt	Rs.	Payments	Rs.
Collection from Students (12*300=3600)	3600	Guest Faculty honorarium Certificate Xerox and material Event Visit Remuneration to the staff Miscellaneous Refreshments	800 300 300 300 1500 200 200
Total	3600		3600


Co-ordinator

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Dr.B.B.Hegde First Grade College, Kundapura

Certificate Course: Rural Marketing

Module I : Rural Marketing – An Overview

Rural Marketing an overview – Principles of marketing as relevant to rural marketing - Evolution of Rural Marketing , rural marketing mix, rural economy, profiles of urban and rural customers & differences in their characteristics, rural consumer behaviours - agricultural marketing – marketing of agricultural produce, agricultural inputs.

Module II : Rural Environment & Rural Retailing

Rural environment, rural market strategies with special reference to segmentation, targeting and positioning - Innovation for rural market, products and services in the rural markets, channels of distribution and trade management, rural retailing.

Module III- Rural Communication & Pricing

Rural communication & communication strategies for rural market - advertising and sales promotion strategies - new product launch techniques for rural markets - pricing in rural market.


Module IV - Rural Market Research and Rural Sales Management

Rural market research - market information system - sales management practices, training, motivation, sales quota strategies.

Module V – Emerging Trends in rural marketing

Social marketing- corporate social responsibility in rural markets, the future of rural marketing in India – Rural Marketing of financial services, rural marketing of consumers – durables - role of Govt. in rural and agricultural marketing.

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Certificate Course in Rural Marketing

Final Examination- February 2019

Time: 3 hours

Maximum Marks: 100

Section-A

Answer any **Five** of the following:-

(2X5=10)

- 1) What is Rural Marketing?
- 2) What do you mean by agricultural marketing?
- 3) What is rural retailing?
- 4) What is rural communication?
- 5) What is rural sales management?
- 6) What is social marketing?

Section-B

Answer any **Five** of the following:-

(10X5=50)

- 7) Briefly explain the principles of marketing as relevant to rural marketing.
- 8) Briefly explain agricultural marketing.
- 9) Explain the rural market strategies with special reference to segmentation.
- 10) Explain the pricing in rural market.
- 11) Explain the rural sales management practices.
- 12) Explain the corporate social responsibility in rural markets.

Section-C

Answer any **TWO** of the following:-

(20X2=40)

- 13) Explain the evolution of Rural Marketing.
- 14) Explain the rural market research.
- 15) Explain the emerging trends in rural marketing.

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