

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

REGULATIONS GOVERNING CERTIFICATE COURSE

- Title:** The programme shall be called Certificate course in respective disciplines.
- Eligibility for Admission:** A candidate admitted to any degree in Dr. B. B. Hegde First Grade College is eligible for admission to certificate course.
- Duration:** Duration of the certificate course shall be minimum of 30 hours of instruction including practical and should be completed in an academic year.
- Medium of instruction:** Medium of instruction and examination shall be in English/Kannada.
- 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.
- Hours of instruction and examination:** 30 hours minimum instruction.

Hours: 2 hrs/ week


Duration of Exam: 3 hrs.

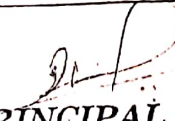
Max. Marks: 100/Subject

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


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


PRINCIPAL
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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.


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- 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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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

Application for Certificate Course : 2021-22

Name of the Student : Vinita D'Almeida

Class & Section : I B.B.A

Roll No. : BAQ1033

Father's Name : Franky D'Almeida

Mother's Name : Veronica D'Almeida

Guardian's Name : Franky D'Almeida

Contact Number : 6361575984

Email ID : @vinitadalmeida@gmail.com

Permanent Address : Holy Cross-Trosi Bharathi Nagar IndCross
lost D'Almeida Compound.



Preference in Numbers from 1 to 12 :

- | | |
|-------------------------------------|------------------------------------|
| 1. Consumer Education | <input type="checkbox"/> |
| 2. Functional English | <input type="checkbox"/> |
| 3. Yakshagana | <input type="checkbox"/> |
| 4. Event Management | <input type="checkbox" value="2"/> |
| 5. Rural Marketing | <input type="checkbox"/> |
| 6. Computer Fundamentals | <input type="checkbox" value="4"/> |
| 7. Public Administration | <input type="checkbox"/> |
| 8. Fashion Designing | <input type="checkbox" value="1"/> |
| 9. Yoga and Meditation | <input type="checkbox"/> |
| 10. Soft Skills Development | <input type="checkbox" value="3"/> |
| 11. Electrical Appliances & Repairs | <input type="checkbox"/> |
| 12. Stock Marketing Operations | <input type="checkbox" value="5"/> |

Undertaking :

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

Signature of the Parent Franky

Signature of the Student Vinita

Date : 21/5/2022

Place : Kundapura

(For office use only)

Admitted to RURAL MARKETING Certificate Course during the Academic Year 2021-22.


Coordinator


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

Dr. B. B. HEGDE FIRST GRADE COLLEGE
KUNDAPURA




Certificate Course

RURAL MARKETING

This is to certify that Mr./Miss.....*N.N.I.A.*.....

has successfully completed Rural Marketing Certificate Course during the year...*2021-22*.....


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


Satish Shetty
Chief Co-ordinator


Dr. B. B. Hegde First Grade College Kundapura

Department of Economics

Certificate Course on Rural Marketing

Budget for the year 2021-22

Receipts	Rs.	Payments	Rs.
Collection from students (7 X 300)	2,100	Material	250
		Remuneration to the staff	1,500
		Certificate	175
		Miscellaneous	175
	2,100		2,100


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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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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 or Rural Marketing model.
- comparative analysis of Rural vs Urban Marketing
- Marketing strategies

Learning Skill

Learning depends upon patience & aptitude for it. 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.


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Certificate Course In Rural Marketing

Final Examination- February 2022

Time: 2 hours

Maximum Marks: 60

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 **Three** of the following:-

(10X3=30)

- 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 **One** of the following:-

(20X1=20)

- 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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