

M. A. Examination, 2017
Rural Management
Semester IV
Paper – I (Group – A)
Subject: Rural Financial Service

Time: 2 Hours

Full Marks: 40

Answer question no. 6 and any three from the rest:

1. Why credit is essential for Indian farmers? What are the non-institutional sources of rural credits? 5+5=10

2. Explain the role of PACS for the development of Indian farmers? What are the weaknesses of co-operative credit movement? 5+5=10

3. What is the Service Area Approach as a New Strategy for Rural Lending? What are the major advantages of Service Area Approach? Discuss about different problems faced in SSA Strategy? 3+3+4=10

4. Explain the role of NABARD for the development of Indian Agriculture in your own words. 10

5. Why Institutional finance is essential for farmers. Explain growth and shortcoming of Institutional credit for Indian farmers. 4+3+3=10

6. Write short note on any two. 5x2=10

- a) Problems of Multi-agency Approach.
 - b) Define credit in terms of duration.
 - c) Co-operative movement.
 - d) Problems of Commercial Banks in Agricultural Credit.
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M. A. Examination, 2017
Rural Management
Semester IV
Paper – I (Group – B)
Subject: Rural Marketing Management

Time: 2 Hours

Full Marks: 40

Answer question no. 6 and any three from the rest:

1. What do you mean by Marketing? What is Rural Marketing? Explain different phases of Evolution of Rural Marketing in our country. 2+2+6=10

2. Explain different problems in Rural Marketing with suitable example. 10

3. What is Market Segmentation? Segment the Rural Market in different possible ways with proper justification. 2+8=10

4. What do you mean by Rural Marketing Mix? Explain in detail the 4P's of Marketing tools in the context of Rural Marketing. 3+7=10

5. What are the factors that influencing consumption in rural areas of West Bengal. Explain in detail. 10

6. Write short note on any two. 5x2=10

a) What is marketed?

b) The importance of marketing

c) Key customer markets

d) Rural Market Strategies

M. A. Examination, 2017
Rural Management
Semester IV
Paper – II (Group – A)
Subject: NGO Management and Corporate Social Responsibility

Time: 2 Hours

Full Marks: 40

(Answer any four questions)

1. What is NGO? Discuss the role of NGOs in sustainable rural development. 3+7=10
 2. What are the steps to be followed to form the NGO? Differentiate between NGOs and VOs. 4+6=10
 3. What is CSR? Discuss the role of CSR in achieving sustainable development goals. 4+6=10
 4. How the people participate in the development process? Briefly discuss about the nexus between NGOs and PRIs in developing rural India. 3+7=10
 5. What do you mean by Corporate Ethics? Briefly explain the approaches of ethical decision making? Explain how ethical conduct is important for business. Use some examples to illustrate your answer. 2+4+4=10
 6. Write short note on any two of the followings: 5X2=10
 - i) CAPART
 - ii) Women Empowerment through NGO
 - iii) Project Proposal
 - iv) Corporate Investment Fund (CIF)
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M. A. Examination, 2017
Rural Management
Semester IV
Paper – II (Group – B)
Subject: Social Justice, Human Rights and Marginalized Community

Time: 2 Hours

Full Marks: 40

Answer Question No. 6 and any *three* from the rest

1. What is Social Justice? Discuss the main provision of Social Justices in the Indian Constitution. 5+5= 10
 2. What are the main functions of National Human Rights Commission (NHRC)? What is the process of selection of Chairman and members of the NHRC? 7+3= 10
 3. How does the NHRC enquired with the complaints? What kind of complain are not entertained by the commission? 5+5= 10
 4. What is the historical background of Universal Declaration of Human Rights (UDHR)? Describe the salient features of UDHR. 2+8= 10
 5. How does the consumer Protection Act look into the interests of the consumers? Discuss in details. 10
 6. Write short note on any two of the following: 5X2=10
 - (a) Fundamental Rights
 - (b) Fundamental Duties
 - (c) West Bengal National Commission for Women
 - (d) Preamble of Indian Constitution
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M. A. Examination, 2017
Rural Management
Semester IV
Paper – III (Group – A)
Subject: Forest and Tribal Livelihood Management

Time: 2 Hours

Full Marks: 40

Answer Question No. 6 and any *three* from the rest

1. What are the different types of forests available in India? How does the forest helped in Rural Livelihood Development? 3+7=10
 2. Differentiate the concept of Tribe and Schedule Tribe? What are the main focus and features of Tribal Development in India? 3+7=10
 3. What are the main problems of Tribal Community with special references to the Santali Community? 10
 4. What is the concept of Joint Forest Management? Discuss in detail about the Forest policy of India. 4+6=10
 5. What are the different types of Forest based livelihood opportunities available in south Bengal area. Draw up a project which will be suitable for income generation for Tribal people. 3+7=10
 6. Write short note on any two of the following: 2X5=10
 - (a) Tribes of Andaman & Nicobar Islands
 - (b) Forest Nursery
 - (c) Deforestation
 - (d) Tribal Movement
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M. A. Examination, 2017
Rural Management
Semester IV
Paper – III (Group – B)
Subject: Micro Insurance and Risk Management

Time: 2 Hours

Full Marks: 40

(Answer any four questions)

1. Define risk. What type of risks do poor people face in rural areas? How do they protect themselves from these risk factors? 2+4+4=10
 2. Define Micro-Insurance. What are the basic principles of micro-insurance? How micro-insurance can provide security to rural poor? 2+4+4=10
 3. What do you mean by micro-insurance delivery mechanism? Briefly explain the various models of micro-insurance delivery mechanism. 2+8=10
 4. Briefly explain the activities involved in offering insurance. Discuss about the suitable implementation strategy for micro-insurance in India. 4+6=10
 5. What are the main criteria for developing good micro-insurance products and services? Briefly discuss about various products and services under micro-insurance in India. 6+4=10
 6. Write short note on any two of the followings: 2X5=10
 - i) Micro-insurance Marketing
 - ii) Genesis of Micro-insurance in India
 - iii) Crop Insurance Support Services
 - iv) Micro-insurance Institutions
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M. A. Examination, 2017
Rural Management
Semester IV
Paper – IV (Group – A)
Subject: Business Ethics, Organizational Development and Management

Time: 2 Hours

Full Marks: 40

Answer question No.6 and any three from the rest

1. (a) What do you mean by business ethics?
(b) Discuss the features of business ethics with illustrations.
(c) Discuss business ethics and social responsibility as complementary issues. $2+4+4=10$
2. (a) Discuss the Line organizational structure of management with illustrations.
(b) How it differs from Line and Staff organizational structure?
 $7+3=10$
3. (a) What is motivation?
(b) Discuss the Maslow's theory of Motivation with illustration.
(c) What are the limitations of the Maslow's theory of Motivation?
 $2+5+3=10$
4. (a) What are the characteristics of a sound organization ?
(b) Discuss how one organization adopts its Vision, Mission, Objective, Strategy and Action plan for any work with a suitable example. $4+6=10$
5. (a) What is meant by Leadership?
(b) Discuss 'Trait theory' of leadership with illustration.
(c) How it differs from 'Great Man Theory'? $2+5+3=10$
6. Write short notes on any four $2.5 \times 4 = 10$
 - (a) Types of conflicts
 - (b) Value versus ethics
 - (c) Matrix organizational structure.
 - (d) Herzberg's theory of motivation
 - (e) Corporate Social Responsibility