

M.A. Examination, 2018
Semester – IV
Rural Management
Paper –I Group – A

Subject: Rural Financial Services

Time: 2 Hours

Full Marks: 40

Answer question No. 6 and *any three* form rest

1. Depending upon the period and time how many types of financial requirements are needed for Indian Farmers? Explain the present condition of Institutional Credit in India context. 4+6=10
 2. What is the Multi-agency approach of rural credit for the Indian Farmers? Explain the evolution of Multi-agency approach. What are the problems of Multi-agency approach? 2+4+4=10
 3. Explain benefits and weakness of the co-operative movements in India. 5+5=10
 4. What are the salient features of the Guideline for financing of agriculture by commercial banks circulated by Reserve Bank of India in 1970. What are the recommendations of Gupta Committee regarding agriculture credit? 5+5=10
 5. Explain the role of NABARD for the development of Indian Agriculture in your own words? 10
 6. Write short note on *any two* questions: 5+5=10
 - a) PACS
 - b) Service area approach
 - c) Problems of Commercial banks in agricultural credit
 - d) Non-Institutional sources of credit
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M.A. Examination, 2018
Semester – IV
Rural Management
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 is marketing? What do you mean by Rural Marketing? Explain different phases of Evolution of Rural Marketing. 2+2+6=10
 2. What are the main reasons for shifting the marketing battlefields from corporate to “Go Rural” field? – Explain. 10
 3. What are the major problems of Rural Marketing? Give your suggestions to overcome these problems. 6+4=10
 4. Explain with suitable example of the 4A’s approach of Rural Marketing Mix. 10
 5. What are the factors influencing the consumption pattern of Rural India? Explain with suitable example. 10
 6. Short Note on any two questions: 5+5=10
 - a) Strategy of Rural Marketing
 - b) The Rural Market – Projection by Mckinsey
 - c) Rural Market Segmentation
 - d) Rural Society in India
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M.A. Examination, 2018
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. Conceptualize the term NGO. Discuss the characteristics and specialties of NGOs in India. 4+6=10
 2. Write down the emergence of NGOs in India. Discuss about the types of NGOs. 3+7=10
 3. Discuss the Merits and Demerits of NGOs. 10
 4. What do you understand by Corporate Social Responsibility (CSR)? Discuss the factors which push the companies towards CSR. 4+6=10
 5. What is Corporate Governance? Discuss the need for Corporate Governance. 3+7=10
 6. Discuss the objectives and activities of CAPART. 10
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M.A. Examination, 2018
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 conceptual frame work of Social Justice? Discuss the main provisions of Social Justice in the Indian Constitution. 5+5= 10
 2. As per Indian Constitution what are the fundamental Rights and fundamental duties? What is the background of dropping one fundamental Right from the main list? 7+3= 10
 3. What are the main functions of National Human Rights Commission (NHRC)? What kind of complaints is not entertained by the commission? 7+3= 10
 4. What is the background of setting up National and State Commission for Women? How does the Commission works for the betterment of women? 5+5= 10
 5. How does the consumer Protection Act look into the interest of the consumers? Discuss in details. 10
 6. Write short note on *any two* of the following: 5x2=10
 - a) Rights of the Children
 - b) Universal Declaration of Human Rights (UDHR)
 - c) Organizations working for Human Rights
 - d) Preamble of Indian Constitution
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M.A. Examination, 2018
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 common livelihood projects in operation for the tribal people in the forest area? In spite of Govt. efforts why these projects are failed to achieved its goal.
2+8=10
 2. How do you define tribe and what are the characteristics of tribe? Discuss in nutshell the initiative by the Government for the tribal development during different plan periods.
4+6=10
 3. Do you think that the impact of Industrialization and Modernization have positive effect to the tribal communities? Critically discuss.
10
 4. What is the conceptual frame work of Joint Forest Management (JFM)? Discuss how it operates to protect the forest.
3+7=10
 5. What are the main features of forest policy in India? How it is helpful to combat the deforestation?
5+5=10
 6. Write short note on *any two* of the following:
2×5=10
 - a) Forest Nursery
 - b) Constitutional safeguard for tribes
 - c) Chipko Movement.
 - d) Clan and Ethnicity.
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M.A. Examination, 2018
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. What do understand by Risk? Briefly discuss the process of risk management. 3+7=10
 2. What is strategic risk? What is strategic risk management? Discuss the steps for managing strategic risk. 2+4+4=10
 3. Define the concept of Micro-Insurance. Discuss the major models of insurance coverage for the poor. 3+7=10
 4. What type of risks do poor people face in rural areas and how do they protect themselves? Mention the types of Micro-Insurance. 5+5=10
 5. Discuss the need of Micro-Insurance in rural India. Discuss the key features of Micro-Insurance market in India. 6+4=10
 6. Discuss the challenges of effective implementation of Micro-Insurance in India. 10
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M.A. Examination, 2018
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 are the benefits of managing Ethics in the Workplace ?
(b) Why developing a code of conduct is essential in any business organization?
(c) What would you do with the following ethical dilemma :
 - Your co-worker asks you to manage for him so he can sneak out of work early to go to his son's cricket match. Do you agree? If he went anyway, would you keep silent?
2. (a) Define an organization.
(b) Distinguish between classical theories and neoclassical theories of organization.
(c) Discuss Taylor's Scientific Management Approach.
3. (a) What are the utilities of structure of an organization? What is organogram?
(b) Discuss the Matrix organizational structure of management with illustrations.
(b) Discuss the advantages and disadvantages of Matrix organizational structure.
4. (a) What is motivation?
(b) Discuss the Herzberg's Motivation Hygiene Theory with illustration.
(c) What are the criticisms labeled with the Herzberg's theory of Motivation?
4. (a) Discuss the concept of VMOSA.
(b) Suppose you are working in a NGO at Birbhum. As a programme coordinator prepare a Gantt Chart with VMOSA on the following issue:

No household without Toilet by 2020

6. Write short notes on any two

- (a) Environmental ethics
- (b) Value versus ethics
- (c) Corporate Social Responsibility

5 x 2 = 10