

M.A. Examination, 2019
Semester – IV
Rural Management
Paper I
Group – A
Rural Financial Service

Time : 2 Hours

Full Marks : 40

Answer Question No. 6 and any three from the rest

1. Why credit is needed for Indian farmers? Explain the non-institutional sources of rural credit and its impact on Indian Farmers with suitable. 3+7=10
 2. Explain the evolution of Multi-agency approach of rural credit delivery system. What are the problems of Multi agency approach? 5+5=10
 3. Discuss the structure of rural cooperative credit societies. Explain the role of Primary Agricultural Credit Society for providing credit to the India farmers. 4+6=10
 4. “ Rural Co-operative Movement in India – An Evaluation” – why and how? – Explain. 10
 5. In what context the Gupta committee was appointed by RBI of agricultural credit? What are the important recommendations of the Gupta Committee – discuss. 5+5=10
 6. Answer any two: 5X2=10
 - a) Service area approach for rural lending
 - b) Role of NABARDs in rural credit
 - c) RBI guidelines on farm credit
 - d) Long term Credit
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M.A. Examination, 2019
Semester – IV
Rural Management
Paper I
Group – B
Rural Marketing Management

Time – 2 Hours

Full Marks – 40

Answer Question No. 6 and any three from the rest

1. What is rural marketing? Explain the different Phases of evolution of Rural Marketing from before 1960 to after 2000. 3+7=10
 2. What do you mean by 'Corporate Rural Marketing'? What are the reasons for corporate marketing to go rural marketing? 3+7=10
 3. Explain the different problems of rural marketing. Segment the rural market on the basis of the characteristics of rural society of India. 5+5=10
 4. What is marketing mix? Explain the 4 A's approaches of rural marketing mix. 2+8=10
 5. How many rural marketing strategies are there with respect to width, depth and consistency of its products mix? Discuss the strategies generally employed by the producers in the rural market. 5+5=10
 6. Explain any two factors influencing rural consumption 5X2=10
 - a) Cosmo politeness
 - b) Geographical location
 - c) Caste and Community
 - d) Occupation
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M.A. Examination, 2019
Semester – IV
Rural Management
Paper - II
Group – A
NGO Management and Corporate Social Responsibility

Time : 2 Hours

Full Marks : 40

Answer any four questions

1. Distinguish between NGOs and VOs? Discuss about the features of NGO. 6+4=10
 2. Explain various steps of NGO formation. Briefly discuss about the role of NGOs in rural development. 5+5=10
 3. Briefly discuss the nexus between the NGOs and PRIs. How NGOs are helping Government to implement various development programmes? 5+5=10
 4. "Corporate Social Responsibility is a key promoter of sustainable development in India." Justify. 10
 5. Write down a case study on the activities and achievements on CSR of a Company known to you. 10
 6. Write short note on any two of the followings: 2X5=10
 - i) Types of NGOs
 - ii) Funding Agencies
 - iii) Social Audit
 - iv) DFID
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M.A. Examination 2019
Semester – IV
Rural Management
Paper –II
Group – B
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. 4+6= 10
 2. What is the main functioning of National Human Rights Commission (NHRC)? Who are the members of NHRC and explain the process of selection of NHRC members. 5+5=10
 3. What is the background of setting up National and State Commission of Women? How does the Commission works for the betterment of women? 4+6= 10
 4. What is the importance of setting up of Universal Declaration of Human Rights (UDHR)? How many articles are there, write about the ten main articles of UDHR. 3+7=10
 5. How does the consumer Protection Act look into the interest of the consumer? Discuss in detail. 10
 6. Write short note on any two of the following: 5X2=10
 - (a) Fundamental Rights
 - (b) Organizations working for Human Rights
 - (c) Meaning and types of Rights
 - (d) Labour Laws in India
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M.A. Examination, 2019
Semester – IV
Rural Management
Paper III
Group – A
Forest and Tribal Livelihood Management

Time : 2 Hours

Full Marks : 40

Answer any four questions

1. Discuss the impact of forest towards the livelihood development of the tribals. 10
 2. Briefly discuss about various Tribal Development Programmes in India. 10
 3. As student of rural management what will be your strategy to protect forest and better management of forest? 10
 4. Briefly discuss the characteristic features of Tribal Economy in India. 10
 5. Discuss the problems of the Tribal people in India. 10
 6. Write short note on any two of the followings: 2X5=10
 - i) Non Timber Forest Product
 - ii) Joint Forest Management
 - iii) Effects of deforestation
 - iv) Forest Protection Committee
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M.A. Examination, 2019
Semester – IV
Rural Management
Paper – III
Group- B
Micro Insurance and Risk Management

Time : 2 Hours

Full Marks : 40

Answer question no. 6 and any three from the rest

1. What do you mean by risk management activities? Give examples. How do poor people protect themselves from risk? 4+6
 2. Distinguish between conventional insurances and micro insurances. What are the characteristics of insurable poor in micro insurance? What are the principles of basic insurance? 4+2+4
 3. What are the key legislations adopted for micro insurances in India? What are the main insurance products in India? Illustrate with examples. 6+4
 4. Mention the types of micro insurance delivery models with examples. Discuss in detail the Partner-Agent model with its merits and demerits. 4+6
 5. What are the objectives of Pradhan Mantri Fasal Bima Yojana (PMFBY)? Highlights the salient features of the scheme. What is the unit of the scheme for PMFBY? 4+4+2
 6. Write notes on any two: 2 x 5
 - (a) Idiosyncratic risks and Covariate risks
 - (b) Difficulties in providing insurance to rural people.
 - (c) Key stakeholders of micro insurance.
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M.A. Examination, 2019
Semester – IV
Rural Management
Paper – IV
Group- A
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 is Business Ethics?
(b) What is the relationship between Law and Ethics?
(c) Discuss the Rights Model. 2+4+4

 2. (a) Distinguish between deontology and utilitarianism with suitable examples.
(b) Study the following case and answer:
 - A secretary who has worked for your corporation for fifteen years is involved in a car accident in which she permanently loses the use of her right hand. Thus, she can no longer effectively type, file, or perform many of the other functions that she previously had performed and that are included in her job description. Your corporation has a very tight budget and does not have sufficient funds to pay for an additional secretary without reallocating budget items. The injured secretary has been very loyal to your corporation, and you have been very satisfied with her work and dedication. She wants to stay at her job. Moreover, she does not believe that she could find other employment at this time. Should your corporation fire her, lay her off with compensation, or find a way to retain her? In resolving this dilemma, **apply**:
 - **Utilitarianism**
 - **The Rights Model**
 - **Your own personal opinion**3+7

 3. What do you mean by Corporate Social Responsibility (CSR)? Discuss the Carroll's pyramid and Dahlsrud's dimensions of CSR. 2+4+4

 4. (a) How to design an organizational structure? What is an organogram?
(b) Distinguish between the Mechanistic versus Organic structure.
(c) Discuss the Functional Organizational Structure with its advantages and disadvantages. 3+2+5

 5. (a) What do you mean by motivation?
(b) Discuss the Maslow's Need Hierarchy Theory of motivation.
(c) What are the criticisms labeled with the Maslow's theory of Motivation? 2+6+2

 6. **Write short notes on any two** 2x5
 - (a) The importance of ethics in business.
 - (b) Code of conduct in business organization
 - (c) Role of communication in an organization
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