

Department of Lifelong Learning & Extension (REC)

Palli Samgathana Vibhaga

Visva-Bharati, Sriniketan

M.A in Rural Management Examination - 2022

Semester – IV

Paper –I

Time: 4 Hours

Group – A

Subject :Rural Financial Services

Full Marks: 40

Answer question No. 6 and any three from the rest

1. What are the objectives of multi-agency approach of credit delivery mechanism in rural finance? Discuss the evolution and problems of multi-agency approach of rural finance.
4+3+3=10
2. What do you mean by the rural co-operative movement in India? Briefly discuss the Benefits and Weaknesses of the co-operative movement.
2+4+4=10
3. Why credit is needed for Indian farmers? How many types of credits are there for the rural farmers as per the repayment duration and purpose? – Explain them with suitable example.
4+(3X2)=10
4. What is credit? Explain different sources of credits in rural area with suitable example.
1+9=10
5. Discuss the role of NABARD in Rural Credit system in India.
10
6. Write short note on any two of the following:
5+5=10
 - a) PACS
 - b) The Hindustan Times and Invest India Economic Times study on Rural Credit (2004)
 - c) Shortcomings of Institutional Credit
 - d) Service Area Approach

Group – B

Subject : Rural Marketing Management

Full Marks: 40

Answer question No. 6 and any three from the rest

1. What is Marketing? Define Rural Marketing? Explain the role of “Green revolution” to enhance the scope of Marketing in Rural Area? 3+3+4=10
2. What do you mean by the term “Market Segmentation”? Explain different types of Rural Market Segmentation used for rural marketing. 3+7=10
3. What do you mean by “Corporate Rural Marketing”? What are the reasons for corporate marketing to go rural marketing? 2+8=10
4. What are the problems and prospects of Rural Markets in the context of present situation of our country? 5+5=10
5. What are the factors that influence the consumption pattern of Rural India? Explain how the factors like Literacy rate and Occupation influence the consumption pattern with suitable example. 2+4+4=10
6. Write short note on any two of the followings: 5+5=10
 - a) Role of Social Media for Marketing
 - b) Advertisement
 - c) Habit, Personal Taste and Choice
 - d) Virtual market

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**M.A in Rural Management Examination 2022
Semester – IV
Paper –II**

Time: 4 Hours

Group – A

Subject: NGO Management and Corporate Social Responsibility

Full Marks: 40

Answer any *four* questions

1. What is NGO? What are the objectives of NGO? Describe the types of NGOs.
2+5+3=10
2. What are steps to form an NGO? Distinguish between NGOs and Voluntary Organisations.
6+4=10
3. Describe the relationship between NGOs and PRIs. How do the NGOs contribute in developing the rural areas?
5+5=10
4. What is Corporate Social Responsibility (CSR)? Describe the historical perspective and role of CSR.
3+7=10
5. What are the activities done by CSR for Rural Development? Describe the CSR activities of a company known to you.
6+4=10
6. What are the areas to be covered while writing a project proposal for getting fund from the funding agencies?

Group – B

Subject: Social Justice, Human Rights and Marginalized Community

Full Marks: 40

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

1. What is the concept of Social Justice? Discuss how the Social Justice is safeguarded in the Indian Constitution. 3+7=10
2. What are the main functions of National Human Rights Commission (NHRC)? Who are the members of NHRC and how does they got selected? 6+4=10
3. What is the background of setting up UDHR (Universal Declaration of Human Rights)? Write about the ten main articles of UDHR, Justify its implications for social justice. 3+7=10
4. What are the 10 principles for businesses, as stated on the UN Global Compact? Discuss its relevance after the Globalization. 5+5= 10
5. What are the objectives and features of consumer Protection Act? Discuss how it look into the interest of the consumers. 5+5=10
6. Write short note on any two of the followings: 5x2=10
 - a) Labour laws in India.
 - b) Role of National Women's Commission.
 - c) Organizations working for Human Rights.
 - d) What are the fundamental rights and fundamental duties?