

MA in Rural Management-2023
Department of Lifelong Learning & Extension (REC)
Palli Samgathana Vibhaga
Visva-Bharati

Paper – I

Time: 4:00 Hours

Group – A

Subject : Rural Financial Services

Full Marks: 40

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

1. Explain the needs of Institutional Finance for Indian Farmers. What are the national policies and objectives of Multi Agency Approach in Rural Finance?
4+6=10
 2. Discuss the structure of rural cooperative credit societies. Explain the role of Primary Agricultural Credit Society for providing credit to Indian farmers.
5+5=10
 3. Discuss the weakness and benefits of the cooperative movements in India.
10
 4. What is the evolution and growth of microfinance in India? Discuss the importance of micro finance as a tool for financial inclusion?
5+5=10
 5. Discuss the role of micro finance in poverty alleviation and livelihood promotion of rural India?
10
6. Write short note on any **two** of the following: 5+5=10
- a) Shortcomings of Institutional Credit
 - b) Role of NABARD in rural Credit
 - c) Long term credit
 - d) What is the difference between micro finance and micro credit?

Paper – I

Group – B

Subject: Rural Marketing Management

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 after 1960 to before 2000. 2+8=10

2. What are the factors influencing the consumption pattern of Rural India? Explain with suitable example. 10

3. What do you mean by Market Segmentation? Explain different modes of segmentation of Rural Market in your own words. 2+8=10

4. What is marketing strategy? What is the importance of marketing strategies to amplify the rural economy? 4+6=10

5. Write a short note on market mix? What are the steps of a marketing plan? 3+7=10

6. Write short note on any **two** of the following: 5+5=10

- a) Product life cycle
- b) What is the difference between packaging and labelling?
- c) Advertisement
- d) Virtual market

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Paper – II

Time: 4:00 Hours

Group – A

Subject : NGO Management and Corporate Social Responsibility

Answer any *four* questions

Full Marks: 40

1. Define NGO? Why we need NGOs in our rural India?4+6=10
2. Briefly discuss the steps to form an NGO.10
3. Discuss the nexus between NGOs and the local self-governments in developing rural India.4+6=10
4. Mention the functions and challenges of an NGO known to you.5+5=10
5. What are the basic guidelines for CSR issues by the Ministry of Corporate Affairs? Do you feel that making CSR compliance mandatory is a step in the right direction? Why or why not?5+5=10
6. How is CSR important to business? What is the mistake made by Milton Friedman when he said that the only social responsibility of business is to earn profits for its stakeholders?6+4=10

Paper-II

Group-B

Subject: Social Justice, Human Rights and Marginalized Community

Full Marx: 40

Answer Question No. 6 and any three from the rest

1. Define *Social Justice*? Discuss why social justice is important in Indian Society? 4+6=10
2. Who are the liberal thinkers of social justice? Explain liberal views of social justice and its relevance. 4+6=10
3. What are the components of human rights? Discuss briefly evolution of present system of human rights. 4+6=10
4. What are fundamental rights and duties in Indian Constitution? Elucidate provision of human rights in Indian Constitution. 4+6=10
5. What are principals of UN Global Compact? Discuss governance and structure of UN Global Compact. 4+6=10
- 6 Write short note on any two of the following: 5x2=10
 - a) UDHR
 - b) NHRC
 - c) Marginalized communities in India
 - d) Consumer Rights

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Paper – III

Time: 4:00 Hours

Group – A

Subject : Forest and Tribal Livelihood Management

Full Marks: 40

Answer any **four** questions

1. Write the Characteristics of Tribals. Mention is the difference between Tribals and Non-Tribals?
5+5=10
2. Briefly discuss about various Tribal Development Programmes & Policies in India for the development of the tribals.
10
3. What is the role of women in the tribal society of India? Discuss the changing livelihood status of Tribal Women in India.
4+6=10
4. Discuss the impact of the forest towards the livelihood development of the tribals. 10
5. Why are the tribals in India still underdeveloped? As a student of rural management what will be your suggestion for their development?
4+6=10
6. Discuss the various forest policies and acts in India. What are the main objectives of Joint Forest Management?
5+5=10

Paper-III

Group-B

Subject: Micro Insurance and Risk Management

Full Marks: 40

Answer Question No. 6 and any three from the rest

1. Define *risk*? Briefly discuss different types of risks associated with rural poor? 4+6=10
2. What is *risk management*? Discuss in brief different essential steps of risk management process? 4+6=10
3. Why micro-insurance is important? Write in brief about salient features of different products and services of micro insurance? 4+ 6=10
4. What is demand and supply of micro insurance? Illustrate different micro insurance product delivery models. 4+6=10
5. What is claim processing and settlement of micro insurance? Explain procedure of claim settlement? 4+6=10
6. Write short note on any two of the following: 5x2=10
 - a) Role of IRDAI for promotion of micro insurance in India
 - b) Difference between micro insurance and conventional Insurance
 - c) Moral hazards and adverse Selection
 - d) Agents of micro-insurance marketing

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Paper – IV

Time: 2:00 Hours

Group – A

Subject : Business Ethics, Organizational Development and Management

Full Marks: 40

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

1. What do you mean by business ethics? What ethical issues are faced by business? "Being ethical is doing what the law always requires"---Do you agree with this statement? Justify your answer.
 $2+3+5 = 10$
2. (a) Give a brief overview on the relevance of environmental ethics at present time.
(b) 'Poor working conditions: a never-ending loop' Explain with examples.
(c) How can the health and wellness of employees be protected?
 $4+3+3=10$
3. (a) What are the difference between (1) Vision and Mission (2) Goals and Objectives of an organization?
(b) What are the key characteristics of an organization and how do they contribute to its success?"
 $6+4=10$
4. (a) Distinguish between Hierarchical and Functional structure of organization.
(b) Illustrate matrix and team-based organizational structures with advantages and disadvantages.
 $4+6 = 10$
5. (a) Elaborate the code of conduct in business organization.
(b) What is corporate social responsibility? Discuss Carroll's pyramid model in CSR.
 $4+2+4=10$
6. Write short notes on **any two**
 $5 \times 2 = 10$
 - (a) Differentiate between Deontology and Relativism.
 - (b) Right model approach.
 - (c) Product-based Organizational Structure
 - (d) Derive the mission statement, goals and objectives of the following vision statement "Renewable energy is the key to energy sustainability in India".