

**Department of Lifelong Learning and Extension
Visva-Bharati, Sriniketan**

M.A. IN RURAL MANAGEMENT, 2025

**Semester - IV
Paper – I**

Subject: Rural Financial Service, Corporate Finance, and Micro Finance

Time: 4 Hours

Full Marks: 80

(Group-A)

Answer any Four questions

1. What do you mean by the Rural Credit System? Mention some important roles of Rural Credit in Rural Development. Distinguish between the formal and informal rural credit systems.

2+4+4=10
2. What is microfinance? Is there any difference between Micro Finance and Micro-Credit? Discuss the role of Microfinance in empowering women in rural areas.

3+3+4=10
3. Briefly discuss the microfinance model of 'Bandhan'. How does it differ from the 'BASIX' model?

6+4=10
4. What do you mean by Corporate Social Responsibility? How is Corporate Finance used in livelihood development in rural areas? Discuss with suitable Case studies.

4+6=10
5. Do you think Non-Banking Microfinance Institutions have long-term viability in rural India? Justify your answers with suitable examples.

10
6. Write notes on (any Two):

5+5=10

 - (a) How does the non-institutional rural credit system generate middlemen in the system?
 - (b) Microfinance in developing micro-enterprises
 - (c) Income generation through Microfinance.

Paper – I

Subject: Rural Marketing Management

(Group B)

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 1960s 1990s & after 2000. 2+8=10

2. What are the factors influencing the consumption pattern of Rural India? Explain any four factors with suitable example. 2+8=10

3. What do you mean by 'Corporate Rural marketing'? What are the reasons for corporate to go rural? Explain different problems of rural marketing with suitable example in your own words. 2+3+5=10

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

5. Write a short note on market mix? Explain the 4A's approach of rural marketing mix with suitable example. 3+7=10

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

- A) Product strategy
- B) Distinction between rural and urban societies
- C) Advertisement
- D) Virtual market

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**M.A. IN RURAL MANAGEMENT, 2025
Semester - IV
Paper – II**

Subject: NGO Management and Corporate Social Responsibility

Time: 4 hours

Full Marks: 80

(Group – A)

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

1. Discuss the importance of Civil Society Organizations. Briefly discuss the challenges and opportunities of civil societies for rural development. Mention the future trends of civil societies in India. 3+4+3=10
2. Define Corporate Social Responsibility (CSR). How Companies implement CSR? Discuss the intervention of CSR in rural livelihood development in India. 2+4+4=10
3. Why CSR matters? What are the challenges in implementing CSR? Write the future recommendations for CSR in India and Globally. 3+3+4=10
4. Write the characteristics of NGO. Mention the strengths and weakness of NGO. 4+6=10
5. Write the key areas where voluntary efforts are important in rural development. Briefly discuss the interface between voluntary organizations and Panchayats in rural development. 5+5=10
6. Write short notes on any **two** of the followings: 5+5=10
 - A) Corporate Investment Fund (CIF)
 - B) Societies Registration Act 1860
 - C) FCRA
 - D) Indian Trust Act

Paper-II

Subject: Human Rights, Social Justice and Management

(Group-B)

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

1. Elucidate the concept of justice? Explain different principles of social justice? 3+7=10

2. What are the key features of liberal views of social justice? Distinguish between liberal and radical views of social justice? 5+5=10

3. Define human rights? Illustrate the evolution of present system of human rights. 3+7=10

4. Explain provision of human rights in Indian Constitution. 10

5. Discuss the role and function of NHRC for protection of human rights in India. 10

6. Write short notes on any Two of the following: 5+5=10
 - A) Importance and role of UDHR
 - B) Role and function of UN Global Compact
 - C) Marginalized Communities in India
 - D) Organizations working for social justice and human rights in India

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Semester – IV**

Paper – III

Subject: Forest and Tribal Livelihood Management

Time: 4 hours

Full Marks: 80

(Group – A)

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

1. Define 'tribe'. Discuss the characteristic features of tribes and tribal society. Mention the livelihood patterns of tribals in India. 2+4+4=10
2. Briefly discuss the social and cultural problems of the tribal society. What are government initiatives taken by the Government to protect the tribal society? 5+5=10
3. Mention the social, cultural and economic role of tribal women in their society. Discuss the changing perspectives of tribal women in India. 5+5=10
4. What are the challenges faced by the government in implementing development programmes among the tribals? What do you recommend for effective implementation of the government schemes and programmes in tribal areas? 5+5=10
5. Mention the forest based livelihood among the tribals. Discuss the importance of forest resources towards tribal livelihood. 5+5=10
6. Write short notes on any **two** of the followings: 5+5=10
 - i) Consequences of deforestation among the tribals.
 - ii) Tribal and forest policy in India.
 - iii) TSP
 - iv) NTFP

Paper – III

Sub: Communication for Development

(Group- B)

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

1. What do you mean Communication for Development (C4D)? Tracing the evolution of Communication for Development. 3+7=10
2. How many elements are there within the C4D landscape that has been recently identified by the United Nations Organisations? Explain the elements in your own words. 2+8=10
3. Explain the Pioneering community radio of NEPAL for promoting media pluralism, providing a voice for ordinary people on social, cultural and development issues and championing greater transparency and accountability from government institutions through C4D approach. 10
4. Write a case study on 'Empowerment of adolescents' in Bangladesh through C4D approach. 10
5. Do you think that the C4D approach is one of the important approaches for the development of our country? – Explain. 10
6. Write short notes on any **two** of the followings: 5+5=10
 - A) C4D and gender equality
 - B) C4D and environmental sustainability
 - C) Features of C4D
 - D) Harmful social norms that affect education inclusion for girls