

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7163

Roll No.

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**M.B.A.**

(SEM. IV) THEORY EXAMINATION 2010-11

**RURAL MANAGEMENT**

*Time : 3 Hours*

*Total Marks : 100*

**Note : Attempt all questions.**

1. Attempt any four parts of the following : **(4×5=20)**
  - (a) How rural management is different from rural marketing ?
  - (b) Describe the socio-economic reforms in rural India.
  - (c) Discuss the classification of rural products.
  - (d) What are the popular units of land measurement used in rural areas ?
  - (e) Discuss the computerization of land records.
  - (f) Explain the important characteristics of rural society.
  
2. Attempt any two parts of the following : **(2×10=20)**
  - (a) Describe promotional strategies and also explain the promotional strategy for launching a new brand of biscuits in rural areas.
  - (b) Explain how segmentation is done on the basis of occupation and also describe the necessary requisites for successful market segmentation.

(c) Explain the indicators for Thompson rural market index.

3. Attempt any two parts of the following : (2×10=20)

(a) Highlight the importance of Hatts and Melas in rural marketing. What are the major problems in rural marketing ?

(b) What do you understand by non-farm sector ? What are the main occupations that are included in it ?

(c) What is agro-forestry ? Explain its marketing in India.

4. Attempt any two parts of the following : (2×10=20)

(a) What are the various types of credits available for the rural sector ? Explain the functions of RBI.

(b) What is rural financing ? What are the requisites of good financing systems ?

(c) What is NABCONS ? How does it assist NABARD ?

5. Write short notes on any two of the following : (2×10=20)

(a) e-chaupal

(b) Role of micro finance institutions in India.

(c) Method of collection of information.

(d) Government schemes for rural development.