

S.No. : 431

BBA 2601

No. of Printed Pages : 04

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

PAPER ID : 27138

Roll
No.

--	--	--	--	--	--	--	--	--	--

B. B. A. / I. M. B. A. Examination 2021-22

(Even Semester)

RURAL MANAGEMENT

Time : Three Hours]

[Maximum Marks : 60

Note :— Attempt all questions.

SECTION – A

1. Attempt all parts of the following : $8 \times 1 = 8$

- (a) Define rural management.
- (b) What are the two main problems related with rural development?
- (c) What is agricultural income?
- (d) Define rural credit institutions.
- (e) Explain capital agricultural inputs.

[P. T. O.

- (f) Discuss any two features of fertiliser industry in India.
- (g) What are the main features of cooperative societies?
- (h) Explain credit cooperative society.

SECTION – B

2. Attempt any two parts of the following : $2 \times 6 = 12$

- (a) Define rural development and its importance in India.
- (b) Explain structure of income in village economy and what are the main characteristics of rural consumer?
- (c) What are the main fundamental principles for a marketer to penetrate the rural market?
- (d) What do you understand by cooperative societies? Explain its different types and advantages.

SECTION – C

Note:- Attempt all questions. Attempt any two parts from each questions. $8 \times 5 = 40$

3. (a) Explain the demand and supply linkages between the agricultural and non-agricultural sector of Indian economy.
- (b) "Rural development is a national necessity and has considerable significance in India". In the light of the statement given above explain need of rural development in India.
- (c) Discuss scope and importance of rural management.
4. (a) Differentiate between agricultural and non-agricultural income.
- (b) Explain the role of rural credit institutions in the development of rural areas.
- (c) Discuss the different types of credit facility which can be availed by rural population.
5. (a) What are the major types of capital agricultural inputs?
- (b) Explain the marketing of seeds in India.
- (c) What do you understand by the term rural marketing? What are the main factors for the expansion of rural market in India?

[P. T. O.]

6. (a) Explain main features of cooperative societies and their contribution in rural development.
- (b) Define co-operative credit societies. Explain its relevance in rural area.
- (c) What do you understand by the term co-operative marketing? Why co-operative marketing is not successful in India?
