

Rural Development (MBA)

Time: 3 hours

Max. Marks: 70

PART - A Answer ONE Question from each UNIT (5 x 12 = 60 Marks)**All Questions Carry Equal Marks****PART - B Compulsory (1 x 10 = 10 Marks)****PART -A**

UNIT-I		Marks	CO	BL
1.a)	Discuss the scope of Rural Development.	6M	CO1	BL2
b)	Describe the characteristics of rural economy in India.	6M	CO1	BL2
OR				
2.a)	Explain indicators of rural development and major rural issues.	6M	CO1	BL2
b)	Distinguish between economic growth and development with reference to rural India.	6M	CO1	BL4
UNIT-II		Marks	CO	BL
3.a)	Outline the concept of rural management and the challenges of rural marketing operations.	6M	CO2	BL2
b)	Explain the role of human resources in rural areas.	6M	CO2	BL2
OR				
4.a)	Discuss entrepreneurship opportunities in rural areas.	6M	CO2	BL2
b)	Analyse agricultural productivity and backwardness in rural India.	6M	CO2	BL4
UNIT-III		Marks	CO	BL
5.a)	Examine the major functions of a rural community in the rural development.	6M	CO3	BL4
b)	Outline the major tools used for community profiling.	6M	CO3	BL2
OR				
6.a)	Illustrate the characteristics of community development	6M	CO3	BL3
b)	Analyse the problems of rural administration in India.	6M	CO3	BL4
UNIT-IV		Marks	CO	BL
7.a)	Explain the concept of sustainable development.	6M	CO4	BL2
b)	Discuss air and soil pollution in rural areas.	6M	CO4	BL2
OR				
8.a)	Illustrate the different techniques used in rainwater harvesting.	6M	CO4	BL3
b)	Describe social security schemes in rural India.	6M	CO4	BL2
UNIT-V		Marks	CO	BL
9.a)	Differentiate between micro and macro environment in rural marketing.	6M	CO5	BL5
b)	Highlight the importance of services marketing in rural markets.	6M	CO5	BL1

OR

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|-------|---|----|-----|-----|
| 10.a) | Explain fundamentals of rural demography. | 6M | CO5 | BL2 |
| b) | Write a short note on GATT and WTO | 6M | CO5 | BL1 |

PART – B

CASE STUDY

Marks CO BL

- 11 Devganj is an inland rural village with fertile land but low farmer incomes. Most farmers cultivated paddy and sold their produce to local middlemen at low prices due to lack of storage, poor market information and weak transport facilities. Youth unemployment was rising and women had very limited income opportunities.

A rural development plan was introduced focusing on markets and livelihoods. A farmer producer organization (FPO) was formed to collectively purchase inputs and sell produce. With support from a government rural roads scheme, transport connectivity to the nearest town market improved. A small warehouse and cold storage unit was built through a rural infrastructure programme.

Training was given to farmers on grading, packaging and basic marketing skills. Some farmers diversified into vegetables and dairy to meet nearby urban demand. Under a rural livelihoods mission, women self-help groups started producing pickles and millet snacks, which were sold under a common village brand.

10M CO1 BL4

Digital kiosks were set up to provide price information and enable online payments. Skill development programs trained youth in logistics and food processing, creating local jobs. Over time, farmers received better prices, post-harvest losses reduced and household incomes increased.

However, challenges remain such as limited access to larger urban markets, lack of advanced processing units and need for continuous capacity building of the FPO.

Questions

1. Analyze how improved market access and collective action contributed to rural economic development in Devganj.
2. Suggest measures to strengthen rural marketing systems and ensure sustainable income growth for farmers and women entrepreneurs.
