

M.A. Examination, 2018
Semester – IV
Rural Management
Paper –I Group – A

Subject: Rural Financial Services

Time: 2 Hours

Full Marks: 40

Answer question No. **6** and *any three* form rest

1. Depending upon the period and time how many types of financial requirements are needed for Indian Farmers? Explain the present condition of Institutional Credit in India context. 4+6=10
 2. What is the Multi-agency approach of rural credit for the Indian Farmers? Explain the evolution of Multi-agency approach. What are the problems of Multi-agency approach? 2+4+4=10
 3. Explain benefits and weakness of the co-operative movements in India. 5+5=10
 4. What are the salient features of the Guideline for financing of agriculture by commercial banks circulated by Reserve Bank of India in 1970. What are the recommendations of Gupta Committee regarding agriculture credit? 5+5=10
 5. Explain the role of NABARD for the development of Indian Agriculture in your own words? 10
 6. Write short note on *any two* questions: 5+5=10
 - a) PACS
 - b) Service area approach
 - c) Problems of Commercial banks in agricultural credit
 - d) Non-Institutional sources of credit
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M.A. Examination, 2018
Semester – IV
Rural Management
Paper –I Group – B

Subject: Rural Marketing Management

Time: 2 Hours

Full Marks: 40

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

1. What is marketing? What do you mean by Rural Marketing? Explain different phases of Evolution of Rural Marketing. 2+2+6=10
 2. What are the main reasons for shifting the marketing battlefields from corporate to “Go Rural” field? – Explain. 10
 3. What are the major problems of Rural Marketing? Give your suggestions to overcome these problems. 6+4=10
 4. Explain with suitable example of the 4A’s approach of Rural Marketing Mix. 10
 5. What are the factors influencing the consumption pattern of Rural India? Explain with suitable example. 10
 6. Short Note on any two questions: 5+5=10
 - a) Strategy of Rural Marketing
 - b) The Rural Market – Projection by Mckinsey
 - c) Rural Market Segmentation
 - d) Rural Society in India
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