

DB-302

**M. B. A. (PT) (Fourth Semester)
EXAMINATION, 2012**

RURAL MANAGEMENT

(P-404)

Time : Three Hours

Maximum Marks : 70

Section – A

Note : Attempt any *four* questions. Each question carries 7 marks.

- ✓1. What are the causes of rural to urban migration ?
- ✓2. What is the role of women in rural industrialization ?
3. Who are the main beneficiaries of rural tourism ?
- ✓4. State any *four* reasons of rural poverty.
5. What do you mean by health in rural context ? Discuss the indicators of health.
6. Discuss the role of traditional media in rural development.
7. Write a short note on family welfare services.
- ✓8. Discuss the concept of basic need with respect to rural area.

P. T. O.

Section – B

Note : Attempt any *three* questions. Each question carries 14 marks.

9. Explain the important communication concepts relevant to the rural markets. What is the significance of usage of symbols and pictures, colour and music in rural marketing communication ?
- ✓10. How do factors like social class, reference groups and lifestyle vary between urban and rural markets ? Explain.
- ✓11. Describe the important aspects of Sarva Shiksha Abhiyan (SSA) in the context of universal rural elementary education.
12. Discuss the role of NGOs in grassroot policy influence. Also discuss its success.
13. What are the newer technologies and innovations adopted in rural area which has transformed the rural economy.