

# GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY, ODISHA, GUNUPUR (GIET UNIVERSITY)

B. B. A (Fourth Semester) Examinations, April 2025

**23BBAPC24003 – RURAL MANAGEMENT**



Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

## PART – A

(2 x 10 = 20 Marks)

Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. Define social mobility and describe its various types.	CO1	K1
b. Identify and explain two key poverty alleviation programs aimed at improving rural livelihoods.	CO1	K2
c. State the abbreviation SIIDA and explain its relevance to rural development.	CO2	K1
d. Explain the concept of sustainable rural development and its contribution to long-term rural well-being.	CO2	K2
e. Design a structure for Panchayat Raj Institutions (PRI) and detail the roles of each level in rural development.	CO3	K3
f. Identify and explain the different sources of funding for rural development.	CO3	K2
g. Define UPNRN and explain its role in improving rural infrastructure and services.	CO4	K2
h. Define IFS.	CO4	K1
i. Write the role of PACS.	CO5	K1
j. Explain the objectives and benefits of the Swarojgar Credit Card Scheme in empowering rural entrepreneurs.	CO5	K2

## PART – B

(8 x 5 = 40 Marks)

Answer **ALL** the questions

	Marks	CO #	Blooms Level
2. a. Discuss the various forms Social Structure of Rural Community. (OR)	8	CO1	K2
b. What are the government programme to alleviate rural poverty.	8	CO1	K2
3.a. Explain the objectives and functions of corporative rural development. (OR)	8	CO2	K2
b. Discuss the key principles of rural management and how they contribute to effective rural development strategies.	8	CO2	K2
4.a. Examine the causes of rural poverty and discuss different strategies that can be implemented to eradicate it. (OR)	8	CO3	K2
b. Explain the various remedial measures that can be undertaken to improve literacy levels in rural areas, and assess their potential impact.	8	CO3	K2
5.a. Explain how Panchayat Raj Institutions contribute to rural development and assess their effectiveness in promoting local governance. (OR)	8	CO3	K3
b. Describe the components of community organization and their roles in rural development and empowerment.	8	CO5	K2

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| 6.a. | Discuss the role and functions of NABARD in promoting rural development and financial inclusion, and analyze the challenges it faces in achieving its goals.      | 8 | CO5 | K3 |
| (OR) |   |   |     |    |
| 6.b. | Evaluate the impact of environmental awareness on rural development and distinguish between conventional and non-conventional energy sources used in rural areas. | 8 | CO5 | K3 |

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