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**Gandhi Institute of Engineering and Technology University, Odisha, Gunupur
(GIET University)**



B.B.A. (Fourth Semester – Regular/Supplementary) Examinations, April – 2026
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 . | CO2 | K1 |
| b. Mention different social institutions in rural area . | CO2 | K1 |
| c. Write the full forms of the following: | CO2 | K1 |
| 1. CRAFTICARD | | |
| 2. IFFCO | | |
| 3. NAFED | | |
| d. Mention any four function of cooperative marketing . | CO2 | K1 |
| e. Mention four benefits of SHGs. | CO4 | K1 |
| f. Define Decentralized Governance. | CO3 | K1 |
| g. What do you mean RMSA ? | CO4 | K1 |
| h. Difference between literacy and education | CO4 | K2 |
| i. Give example of conventional and non-conventional source of energy. | CO5 | K1 |
| j. Write the usages of bio gas and solar energy in rural area. | CO5 | K2 |

PART – B**(8 x 5 = 40 Marks)**Answer **all** the questions

- | | Marks | CO # | Blooms
Level |
|--|-------|------|-----------------|
| 2. a. Describe rural development process for a village by applying appropriate management process. | 8 | CO1 | K2 |
| (OR) | | | |
| b. What is social mobility? Write its type and mention the factors affecting social mobility. | 8 | CO2 | K2 |
| 3.a. Write short note on kisan credit card (KCC). | 8 | CO2 | K2 |
| (OR) | | | |
| b. Briefly explain activity involving agriculture marketing | 8 | CO2 | K2 |
| 4.a. Explain the role of SHG in empower in rural women & improving livelihood. | 8 | CO4 | K3 |
| (OR) | | | |
| b. Mention how community organisation impact rural development with suitable example . | 8 | CO4 | K3 |
| 5.a. Discuss the objective, features and impact of following programme | 8 | CO6 | K2 |
| 1)MGNREGA | | | |
| 2)PMAY-G | | | |
| 3)PMJDY | | | |
| 4)NRLM | | | |

(OR)

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|------|--|---|-----|----|
| b. | Examine the measures of rural poverty alleviation programmes implemented by the Government of India. | 4 | CO6 | K4 |
| 6.a. | Explain the need for environmental awareness in rural areas and suggest measures to promote it. | 8 | CO5 | K3 |
| (OR) | | | | |
| b. | A rural village in Odisha depends mainly on agriculture. Due to lack of irrigation, poor infrastructure, and unemployment, the economic condition of villagers is weak. The government has introduced various development programmes, but people's participation is low. | 8 | CO1 | K4 |

Questions:

- a) Identify the major problems in the village.
- b) Explain the principles of rural economic development applicable here.
- c) Suggest suitable measures to improve the economic condition of the village.

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