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**GIET UNIVERSITY, GUNUPUR - 765022**  
**B. B. A (Fourth Semester) Examinations, May- 2024**  
**21BBAPC24003 - 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. What is horticulture?	CO1	K2
b. What is the meaning of Rural Livelihood Diversification?	CO1	K1
c. What is KVIC?	CO2	K2
d. Write short notes on DeenDayal Upadhyaya Antyodaya Yojana.	CO2	K2
e. What is agricultural marketing?	CO3	K2
f. What is MSP policy?	CO3	K2
g. Why is agricultural diversification essential for sustainable livelihoods?	CO4	K2
h. Define NAFED.	CO4	K2
i. What are the demerits of Green Revolution?	CO1	K2
j. Write short notes on Pradhan Mantri Gram Sadak Yojana.	CO2	K1

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

	Marks	CO #	Blooms Level
2. a. Discuss the various forms social structure of rural community. (OR)	8	CO1	K2
b. Explain the role of planning commission for rural economic development.	8	CO1	K2
3.a. What is the rural caste structure? How does caste structure improve the rural economy? Explain. (OR)	8	CO1	K2
b. Discuss the rural literacy programs undertaken by the government.	8	CO2	K2
4.a. Explain the different remedial measures to improve the rural literacy in detail. (OR)	8	CO2	K2
b. What is decentralized governance? Discuss its merit for rural administration.	8	CO3	K2
5.a. Explain the objectives and functions of cooperatives in rural development. (OR)	8	CO4	K2
b. What is impact environmental awareness? Distinguish between conventional and non-conventional energy source in rural areas.	8	CO5	K4
6.a. Analyse the difference between renewable and non-renewable energy. (OR)	8	CO5	K5
b. How to reduce the CO2 emission in rural areas? Discuss.	8	K2	K2

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