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**M.A. – I (Semester – II) Examination, 2014**  
**RURAL DEVELOPMENT (Paper – IV) (New)**  
**Social Marketing**

Day and Date : Saturday, 15-11-2014

Max. Marks : 70

Time : 11.00 a.m. to 2.00 p.m.

**Instructions :** 1) **All questions are compulsory.**  
2) **All questions carry equal marks.**

1. Multiple choice questions :

14

1) Which of the following is one of the key outcomes of social marketing ?

- a) Profit
- b) Economic change
- c) Behavior change
- d) All the above

2) Market Segmentation includes

- a) Field allocation
- b) Market gap
- c) Market place
- d) Dividing the target group as per their needs

3) Concentrated marketing helps to

- a) Provide specific group of segments
- b) Create awareness
- c) Provide huge coverage
- d) None of the above

4) Which of the following statement is wrong ?

- a) Market helps to promote social interaction
- b) Market influences social change
- c) Cultural values do not influences market
- d) Market promotes consumerism



- 5) Providing *Pulse Polio Immunization* (PPI) facility at railway and bus stations is a part of
- a) Cost
  - b) Communication
  - c) Convenience
  - d) All the above
- 6) A DSA means
- a) Detective Service Agency
  - b) Direct Selling Agent
  - c) Direct Supplying Agent
  - d) Distribution and Sales Agency
- 7) Situation Analysis is useful for
- a) SWOT analysis
  - b) Analysis of Sales persons performances
  - c) Analysis of capital markets
  - d) Staff placement
- 8) Who is the author of the book entitled “Integrating Marketing Communication” ?
- a) Robert F. Putnam
  - b) Robert F. Lauterborn
  - c) Robert F. Lowell
  - d) Robert F. Kotler
- 9) What is the first step of marketing research ?
- a) Develop research plan
  - b) Define the problem
  - c) Make the decision
  - d) Report writing
- 10) Which of the following is not a source of Secondary Data ?
- a) Observation
  - b) Magazine
  - c) Government reports
  - d) All the above
- 11) Which of the following is not an element of 4 P’s of social marketing ?
- a) Product
  - b) Price
  - c) Preference
  - d) Place
- 12) What is the long form of STP ?
- a) Segmentation, target audience, positioning
  - b) Segmentation, target audience, processing
  - c) Segmentation, tentative audience, positioning
  - d) Sequence, target audience, positioning



13) In social marketing \_\_\_\_\_ is considered as a long term strategy.

- a) Participative action
- b) Education
- c) SWOT analysis
- d) Training

14) What is the long form of CSR ?

- a) Corporate social responsibility
- b) Corporate service responsibility
- c) Corporate social requirement
- d) Company social responsibility

2. Short notes (write **4** out of 5). **12**

- a) Three elements of social marketing
- b) Marketing
- c) Planning
- d) Social packaging
- e) Social policy.

3. Write short answers (write **4** out of 5). **16**

- a) Why market is considered as social institution (explain with examples) ?
- b) What is the importance of research in marketing ?
- c) What is meant by social stratification ?
- d) What are the four features used in social marketing for behavior change ?
- e) What is problem identification (explain with examples) ?

4. Answer **any 2** out of 3. **14**

- a) Explain the SWOT analysis in detail.
- b) Explain the elements of 4P's of social marketing with examples.
- c) Explain the principles of social marketing in detail.

5. Elucidate social aspects of market in detail. **14**

OR

Explain the processes of social marketing defining three components of (STP).

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**M.A. (Part – I) (Semester – II) Examination, 2014**  
**RURAL DEVELOPMENT**  
**(Paper – V) : Computer Application in Social Sciences (New)**

Day and Date : Tuesday, 25-11-2014  
Time : 11.00 a.m. to 2.00 p.m.

Total Marks : 70

**Instructions :** 1) **All questions are compulsory.**  
2) **Calculator is permitted.**

1. Choose correct alternative.

14

- 1) \_\_\_\_\_ is greatly affected by extreme values.
  - a) Mode
  - b) Median
  - c) Mean
  - d) Range
- 2) Karl Pearson's coefficient of correlation denoted by
  - a) k
  - b) r
  - c) p
  - d) c
- 3) The value of 'Correlation Coefficient' will lie between \_\_\_\_\_
  - a) – 1 and – 100
  - b) – 1 and + 100
  - c) – 1 and + 10
  - d) – 1 and + 1
- 4) \_\_\_\_\_ is divides the whole distribution into two equal parts.
  - a) Mean
  - b) Range
  - c) Standard deviation
  - d) Median
- 5) In Excel, function is use for computing Aggregate Value of the series.
  - a) = TOT (CELL ID) ENTER
  - b) = MIN (CELL ID) ENTER
  - c) = MAX (CELL ID) ENTER
  - d) = SUM (CELL ID) ENTER
- 6) In Excel, function is use for computing Minimum value in the series.
  - a) = MINIMA (CELL ID) ENTER
  - b) = MIN (CELL ID) ENTER
  - c) = LOW(CELL ID) ENTER
  - d) = LOWER (CELL ID) ENTER



- 7) In Excel, function is use for computing Regression Coefficient value.
- a) = BETA (CELL ID) ENTER
  - b) = SLOPE(CELL SLOPE) ENTER
  - c) = COEFFICIENT (CELL ID) SLOPE
  - d) = SLOPE (CELL ID) ENTER
- 8) Formula of Simple Growth Rate when we have many observations
- a)  $((YT/YO)/YO)/(100/T)$
  - b)  $ANTILOG (B - 1)*100$
  - c)  $(b/Y \text{ bar}) * 100$
  - d)  $SGR(ANTILOG) - 1 * 100$
- 9) The simplest, quickest and easiest method of estimating the secular trend is
- a) Semi-average method
  - b) Moving-average method
  - c) Free hand method
  - d) Least square method
- 10) \_\_\_\_\_ is based on every item.
- a) Mode
  - b) Median
  - c) Arithmetic Mean
  - d) Mode and Mean
- 11) In Excel, function is use for computing Maximum value in the series
- a) = MUXI(CELL ID) ENTER
  - b) = MAXN(CELL ID) ENTER
  - c) = MAX(CELL ID) ENTER
  - d) = HIGHEST(CELL ID) ENTER
- 12) In Excel, function is use for computing Correlation Coefficient
- a) = KARL(CELL ID) ENTER
  - b) = CORRELAT(CELL ID) ENTER
  - c) = CORREL(CELL ID) ENTER
  - d) = COEFFICIENT(CELL ID) ENTER
- 13) In Excel, function is use of computing Standard Deviation
- a) = STANDARD(CELL ID) ENTER
  - b) = DEVIATION(CELL ID)ENTER
  - c) = STDEVP(CELL ID) ENTER
  - d) = DISPERSION (CELL ID)ENTER
- 14) In Excel, function is use for computing intercept value in Regression
- a) = CONSTANT(CELL ID)ENTER
  - b) = SLOPE(CELL ID)ENTER
  - c) = INTERCEPT(SELL ID) ENTRE
  - d) = INTERCEPT(CELL ID)ENTER



2. Write short notes (4 out of 5) : 12
- 1) Central Processing Unit
  - 2) Excel Worksheet Structure
  - 3) Monitor
  - 4) Printers
  - 5) Plotters
3. Write short answer (**any 4** out of 5) : 16
- 1) Explain the Graphical Commands in Excel.
  - 2) Explain the history and development of Internet.
  - 3) Explain the four types of computer.
  - 4) Elaborate the main menu of MS Excel.
  - 5) What are the advantages of Mean, Mode and Median ?
4. Write long answer (**any 2** out of 3) : 14
- 1) Write note on Hardware.
  - 2) Write note on the Software.
  - 3) What is an Operating System ? Discuss.
5. a) Elaborate the different types of Input Devices. 14
- OR
- b) Discuss the Storage Devices.
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**M.A. (Rural Development) (Semester – III) Examination, 2014  
RURAL DEVELOPMENT AGENCIES AND ADMINISTRATION  
(Paper – III) (New)**

Day and Date: Wednesday, 19-11-2014  
Time: 3.00 p.m. to 6.00 p.m.

Max. Marks : 70

1. Multiple choice questions :

14

- 1) Human Relations Theory believes in
  - a) Hierarchy of Administration
  - b) Centralized Decision Making
  - c) Rigidity of Rules
  - d) None of the above
- 2) The main advantage of registration is
  - a) Community will deal with all the board members
  - b) Community will deal with all the departments
  - c) Community will deal with all organization
  - d) Community will deal with one legal person
- 3) \_\_\_\_\_ is done to measure the success of the program.
  - a) Monitoring
  - b) Evaluation
  - c) Planning
  - d) Publicity
- 4) \_\_\_\_\_ are the objects of a Charitable Trust.
  - a) Trusts for the relief of poverty
  - b) Trust for the advancement of education
  - c) Trust for the advancement of religion
  - d) All of the above
- 5) Authority should be equal to
  - a) Salary
  - b) Position
  - c) Responsibility
  - d) Status
- 6) \_\_\_\_\_ prevents duplication and overlapping of work in agency.
  - a) Planning
  - b) Co-ordination
  - c) Directing
  - d) None of the above



- 7) Under \_\_\_\_\_ Act the word 'Limited' or 'Private Limited' is used.
- a) Society Registration
  - b) Companies Registration
  - c) Trust Registration
  - d) None of the above
- 8) In order to democratize the work of an agency, it is necessary to have
- a) Committees and Sub-committees
  - b) Board Members
  - c) General Manager
  - d) None of the above
- 9) NGO stands for
- a) National Government Organization
  - b) Non-Governmental Organization
  - c) New-Governmental Organization
  - d) National Government Office
- 10) \_\_\_\_\_ is the ingredients of planning of an organization.
- a) Authority and responsibility
  - b) Public relation and communication
  - c) Co-ordination
  - d) All of the above
- 11) To form a society under Society Registration Act, 1860 at least \_\_\_\_\_ members are required.
- a) Three
  - b) Five
  - c) Seven
  - d) Nine
- 12) Budget is a system of
- a) Dealing with inputs and outputs
  - b) Managing the salaries of the staff
  - c) Purchasing equipments
  - d) None of the above
- 13) Situational analysis is a tool of
- a) Understanding village society
  - b) A stage in the project formulation
  - c) Preparing village level plans
  - d) All of the above
- 14) The Social Worker does not work for the people, but he
- a) Works for the organization
  - b) Works with the people
  - c) Works for the money
  - d) Works for the name





2. Write short notes (**any 4** out of 5) : **12**
- 1) Negotiation and Collaboration.
  - 2) Organizational Budgeting.
  - 3) Co-ordination.
  - 4) Constitution and Bye-laws.
  - 5) Use of media for Public Relations.
3. Write short answers (**any 4** out of 5) : **16**
- 1) Give the importance of vision and planning in management process.
  - 2) What are the rules and procedure for an organization ?
  - 3) What are the different sources of finance ?
  - 4) What are the advantages of registration ?
  - 5) Explain committees and sub-committees.
4. Answer the following questions (**any 2** out of 3) : **14**
- 1) What are the needs and functions of public relation ?
  - 2) What are the principles and strategies of fund raising ?
  - 3) Explain the meaning and scope of development administration.
5. Describe the characteristics of any one theory of administration. **14**

OR

Formulate a project proposal on any problem of your own choice.

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**M.A. (Rural Development) (Sem. – I) (New) Examination, 2014  
WRITING AND COMMUNICATION SKILLS, CURRENT AFFAIRS  
(Paper – V)**

Day and Date : Monday, 24-11-2014  
Time : 11.00 a.m. to 2.00 p.m.

Total Marks : 70

**Instructions :** 1) **All questions are compulsory.**  
2) **Figures to the right indicate full marks.**

1. Choose the correct alternative :

14

योग्य पर्याय निवडा.

- 1) The second world war was started in \_\_\_\_\_  
a) 1938                      b) 1945                      c) 1939                      d) 1941  
दुसरे महायुद्ध \_\_\_\_\_ मध्ये सुरू झाले.  
a) १९३८                      b) १९४५                      c) १९३९                      d) १९४१
- 2) The first atom bomb dropped on Hiroshima on \_\_\_\_\_  
a) 6<sup>th</sup> August 1944                      b) 6<sup>th</sup> August 1945  
c) 6<sup>th</sup> August 1946                      d) None of these  
हिरोशिमावर पहिला अणुबॉम्ब \_\_\_\_\_ रोजी टाकला.  
a) ६ ऑगस्ट १९४४                      b) ६ ऑगस्ट १९४५  
c) ६ ऑगस्ट १९४६                      d) यापैकी नाही
- 3) UNO is established on \_\_\_\_\_  
a) 25<sup>th</sup> Oct. 1945                      b) 23<sup>rd</sup> Oct. 1945  
c) 24<sup>th</sup> Oct. 1945                      d) 22<sup>nd</sup> Oct. 1945  
'युनो'ची स्थापना \_\_\_\_\_ रोजी झाली.  
a) २५ ऑक्टोबर १९४५                      b) २३ ऑक्टोबर १९४५  
c) २४ ऑक्टोबर १९४५                      d) २२ ऑक्टोबर १९४५
- 4) How many elected MLA's in Maharashtra Assembly ?  
a) 290                      b) 288                      c) 289                      d) 250  
महाराष्ट्र विधानसभेत निवडून आलेले सदस्य किती असतात ?  
a) २९०                      b) २८८                      c) २८९                      d) २५०



- 5) \_\_\_\_\_ is the writer of 'freedom at midnight.'
- a) Khushwant Singh  
b) Mahatma Gandhi  
c) Larry Collins and Dominique Lapiye  
d) None of these
- 'मध्यरात्रीचे स्वातंत्र्य' चे लेखन \_\_\_\_\_ हे आहेत.
- a) खुशवंत सिंग  
b) महात्मा गांधी  
c) लॅरी कॉलिनस आणि डॉमिनिक लॅपिए  
d) यापैकी नाही
- 6) Rupert Mardok is related with \_\_\_\_\_
- a) CNN  
b) BBC  
c) Star network  
d) ETV
- रूपर्ट मरडॉक हे \_\_\_\_\_ शी संबंधित आहेत.
- a) सीएनएन  
b) बीबीसी  
c) स्टार नेटवर्क  
d) ईटीव्ही
- 7) \_\_\_\_\_ is the writer of the 'Asian Drama' ?
- a) Jawaharlal Nehru  
b) Mahatma Gandhi  
c) Gunnar Mirdal  
d) None of these
- \_\_\_\_\_ हे 'एशियन ड्रामा' चे लेखक आहेत.
- a) जवाहरलाल नेहरू  
b) महात्मा गांधी  
c) गुन्नार मिरदाल  
d) यापैकी नाही
- 8) \_\_\_\_\_ is the writer of 'Jana Gana Mana'.
- a) Bankimchandra Chattarji  
b) Rabindranath Tagore  
c) Mahatma Gandhi  
d) None of these
- \_\_\_\_\_ यांनी 'जन गण मन' लिहिले.
- a) बंकिमचंद्र चटर्जी  
b) रविंद्रनाथ टागोर  
c) महात्मा गांधी  
d) यापैकी नाही
- 9) National Commission for women is established in \_\_\_\_\_
- a) 1990  
b) 1992  
c) 1991  
d) 1967
- राष्ट्रीय महिला आयोगाची स्थापना \_\_\_\_\_ मध्ये झाली.
- a) १९९०  
b) १९९२  
c) १९९१  
d) १९६७
- 10) \_\_\_\_\_ is the village working institute.
- a) Gramsabha  
b) Grampanchayat  
c) Panchayat Samiti  
d) None of these
- \_\_\_\_\_ ही गावाचा कारभार चालविणारी संस्था आहे.
- a) ग्रामसभा  
b) ग्रामपंचायत  
c) पंचायत समिती  
d) यापैकी नाही



11) Sangola is famous for \_\_\_\_\_

- a) Cotton b) Pomegranate  
c) Flower farming d) None of these

\_\_\_\_\_ साठी सांगोला प्रसिद्ध आहे.

- a) कापूस b) डाळिंब c) फूलशेती d) यापैकी नाही

12) Sant Vidyapith is established in \_\_\_\_\_

- a) Paithan b) Pandharpur  
c) Alandi d) Pune

\_\_\_\_\_ येथे संत विद्यापीठ स्थापन केले आहे.

- a) पैठण b) पंढरपूर c) आळंदी d) पुणे

13) \_\_\_\_\_ is the Governor of RBI.

- a) Raghuram Rajan b) Subbarao  
c) Vimal Jalan d) None of these

आरबीआय चे गव्हर्नर \_\_\_\_\_ हे आहेत.

- a) रघुराम राजन b) सुब्बाराव c) विमल जालन d) यापैकी नाही

14) Whose signature is on one rupee note ?

- a) Finance Secretary b) Governor of RBI  
c) Finance Minister d) None of these

एक रूपयाच्या नोटेवर कोणाची स्वाक्षरी असते ?

- a) वित्त सचिव b) आरबीआयचे गव्हर्नर  
c) वित्त मंत्री d) यापैकी नाही

2. Write short notes (any four) :

12

टिपा लिहा (कोणत्याही चार) :

1) Gram sabha

ग्रामसभा

2) World Bank

जागतिक बँक

3) First World War

पहिले महायुद्ध

4) UNO

युनो

5) Terrorism.

दहशतवाद.



3. Write the answers in **150 words (any four)** : **16**  
 पुढील प्रश्नांची उत्तरे १५० शब्दात लिहा (कोणतेही चार) :
- 1) Explain the various types of the newspaper writings.  
वृत्तपत्र लेखनाचे विविध प्रकार स्पष्ट करा.
  - 2) State the importance of 'background information'.  
'बॅकग्राउंड इन्फॉर्मेशन'चे महत्त्व विशद करा.
  - 3) State in detail the various types of communication.  
संवादाचे विविध प्रकार सविस्तर नमूद करा.
  - 4) Write in detail the functioning of Zilla Parishad.  
जिल्हा परिषदेच्या कामकाजाबाबत सविस्तर लिहा.
  - 5) State the reasons of Second World War.  
दुसऱ्या महायुद्धाची कारणे सांगा.
4. Write the answers in **250 words (any two)** : **14**  
 पुढील प्रश्नांची उत्तरे २५० शब्दात लिहा (कोणतेही दोन) :
- 1) Discuss in detail about the 'Food Security Bill'.  
अन्न सुरक्षा विधेयकाबाबत सविस्तर चर्चा करा.
  - 2) Write an essay on 'Solapur University's Youth Festival'.  
'सोलापूर विद्यापीठाचा युवा महोत्सव' यावर निबंध लिहा.
  - 3) Write a speech on 'Child Labour'.  
'बाल कामगार' या विषयावर भाषण लिहा.
5. Write the answer in **500 words**. **14**  
 पुढील प्रश्नाचे उत्तर ५०० शब्दात लिहा.  
 Highlight on International Rural Woman's Day.  
 'आंतरराष्ट्रीय ग्रामीण महिला दिन' यावर प्रकाश टाका.
- OR/किंवा**
- 'Media's are the fourth estate of Democracy' – Discuss.  
 माध्यमे लोकशाहीचा चौथा खांब आहेत – चर्चा करा.
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**M.A. (Semester – III) Examination, 2014  
RURAL DEVELOPMENT (New)  
Research Methods (Qualitative) (Paper – I)**

Day and Date : Friday, 14-11-2014  
Time : 3.00 p.m. to 6.00 p.m.

Max. Marks : 70

**Instructions:** i) **All questions are compulsory.**  
ii) **Figures to the right indicate full marks.**

1. Multiple choice questions : 14
- 1) What is the long form of RRA ?
    - a) Rural Research Agency
    - b) Rehabilitation and Resettlement Agency
    - c) Rapid Rural Appraisal
    - d) None of the above
  - 2) Generally, in PRAs the data is gathered through \_\_\_\_\_
    - a) Researchers
    - b) University Teachers
    - c) Local people
    - d) All the above
  - 3) PRA means \_\_\_\_\_
    - a) Public Relations Authority
    - b) Participatory Rural Appraisal
    - c) Primary Research Authority
    - d) All the above
  - 4) Characteristically, in RRAs, information is collected through \_\_\_\_\_
    - a) Village Panchayat
    - b) Grama Sabha
    - c) Outsiders
    - d) Insiders
  - 5) Ethical issues in research include \_\_\_\_\_
    - a) Truthfulness to the informants
    - b) Honesty in analysis
    - c) Objectivity
    - d) All the above



- 6) The first step in analysis of qualitative data is \_\_\_\_\_
- a) To understanding the data
  - b) Amount of data
  - c) Number of field investigators
  - d) All the above
- 7) Ethnography is a study of \_\_\_\_\_
- a) Ethnic groups
  - b) Ethical behavior
  - c) Social interactions
  - d) None of the above
- 8) In ethnographic research, the emphasis is on \_\_\_\_\_
- a) Exploring social phenomenon
  - b) Testing hypothesis
  - c) Qualitative techniques
  - d) All the above
- 9) In ethnographic research the term “triangulation” is linked to \_\_\_\_\_
- a) Navigation and surveying
  - b) Constructing triangles
  - c) Testing null hypothesis
  - d) All the above
- 10) Qualitative studies are generally, \_\_\_\_\_ in nature.
- a) Inductive
  - b) Deductive
  - c) Both
  - d) None
- 11) Which of the following is not research design \_\_\_\_\_
- a) Diagnostic
  - b) Sample
  - c) Descriptive
  - d) Experimental
- 12) A tentative relationship between variables is called as \_\_\_\_\_
- a) Fact
  - b) Theory
  - c) Hypothesis
  - d) Axiom
- 13) Exploratory research is also known as \_\_\_\_\_
- a) Descriptive Research
  - b) Diagnostic Research
  - c) Formulative Research
  - d) None of the above
- 14) The purpose of reviewing literature is to know the \_\_\_\_\_
- a) State of art of the studies
  - b) Identify gaps
  - c) Acquaint with the methodologies
  - d) All the above



2. Write short notes (**any four**) : **12**
- a) Present significance of village studies
  - b) Strategies for field work
  - c) Collection of ethnographic data
  - d) Triangulation
  - e) Elements of participatory rural appraisal.
3. Write short answers (**any four**) : **16**
- a) What are the attributes of social science to call it a science ?
  - b) What are the features of Rapid Rural Appraisals ?
  - c) What is the essence of review of literature ?
  - d) What is the importance of hypothesis in research ?
  - e) What are the ethical issues in research ?
4. Answer **any two** of the following : **14**
- a) Discuss the salient features of ethnographic research.
  - b) What are the steps in qualitative data analysis ?
  - c) What are the ethical dimensions of to be followed in field work ?
5. What is descriptive research ? Discuss. **14**

OR

What are the steps involved in writing a research report ?

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**M.A. II (Semester – III) Examination, 2014**  
**RURAL DEVELOPMENT (Paper – IV) (New)**  
**Sustainable Rural Livelihoods**

Day and Date : Monday, 17-11-2014

Max. Marks : 70

Time : 3.00 p.m. to 6.00 p.m.

**Instructions:** i) **All questions are compulsory.**  
ii) **Figures to the right indicate full marks.**

1. Choose the correct alternative :

14

- i) \_\_\_\_\_ is a natural resources.  
a) Education      b) Land      c) Labour      d) None of these
- ii) \_\_\_\_\_ is a Environmental service.  
a) Hydrological cycle      b) Capital  
c) Cash      d) All of these
- iii) \_\_\_\_\_ is a social capital.  
a) Soil      b) Networks      c) Pollution      d) None of these
- iv) KVIC is established in  
a) 1952      b) 1954      c) 1956      d) 1958
- v) NDDDB is located in  
a) Nalgonda      b) Anand  
c) Mehabubnagar      d) Prakasam
- vi) Livelihood diversification as a \_\_\_\_\_ of rural households.  
a) Agriculture      b) Environment  
c) Gender      d) Survival strategy
- vii) \_\_\_\_\_ is scheme for Khadi Artisans.  
a) Irrigation      b) Workshed  
c) Trysem      d) None of these



- viii) \_\_\_\_\_ is a Development Corporation.  
a) ITDC                      b) MIDC                      c) NSDC                      d) All of these
- ix) Training Programme is a  
a) Community Development Programme  
b) Human Resource Development Programme  
c) Trade Development Programme  
d) None of these
- x) NRDS stands for  
a) National Rural Development Corporation  
b) National Skill Development Corporation  
c) National Rural Development Council  
d) All of these
- xi) \_\_\_\_\_ is positive effect of Rural Diversification.  
a) Seasonality                      b) Risk reduction  
c) Higher income                      d) All of these
- xii) \_\_\_\_\_ is a Agricultural oriented programmes.  
a) Poultry  
b) Minor irrigation  
c) Safe drinking water providing wells  
d) All of these
- xiii) Rural water supply is coming under our Constitutional Article  
a) 46                      b) 47                      c) 48                      d) 49
- xiv) \_\_\_\_\_ is a Community Development Programme.  
a) Printing press                      b) Khadi  
c) Common well                      d) Beedi rolling

2. Write notes (**any four**) :

12

- a) Explain concept of sustainability.
- b) Methods of Livelihood Assessment.
- c) Understanding livelihood in Rural India.
- d) Explain the livelihood resources.
- e) Social realities such as environmental sanitation.



3. Write answers (**any four**) : **16**
- a) Concepts of livelihoods.
  - b) Economic indicators of SRL.
  - c) Role of Government in promoting SRL.
  - d) Evaluation of N.D.D.B.
  - e) Rural livelihood diversities.
4. Give answer in detail (**any two**) : **14**
- a) Functions of NABARD.
  - b) Explain the role of KVIC in Rural Development.
  - c) Linkages between Policy and livelihood.
5. Explain the reinventing rural policy. **14**
- OR
- Role of NGOs in promoting SRL.
-





- viii) \_\_\_\_\_ is defined as the physical, emotional, intellectual or cultural satisfaction in person's everyday life.
- a) Technological innovation
  - b) Resource availability
  - c) Quality of life
  - d) Local empowerment
- ix) NRHM means \_\_\_\_\_
- a) National Rural Health Mission
  - b) National Research Health Management
  - c) National Resource Human Management
  - d) All of these
- x) \_\_\_\_\_ is a component of School Health Programme.
- a) Intra Uterine Device
  - b) National Rural Health Mission
  - c) Community Health Centre
  - d) All of these
- xi) Physical quality of life index measure by \_\_\_\_\_
- a) Literacy rate
  - b) Infant mortality rate
  - c) Life expectancy index
  - d) All of these
- xii) Disability adjusted life year developed by \_\_\_\_\_
- a) Oxford University
  - b) Harward University
  - c) Cambridge University
  - d) None of these
- xiii) National Rural Health Mission is launched in \_\_\_\_\_
- a) 1990
  - b) 1995
  - c) 2000
  - d) 2005
- xiv) Human Development Report published by \_\_\_\_\_
- a) Govt. of India
  - b) State Govt.
  - c) R.B.I.
  - d) UNDP



2. Write notes (**any four**) : 12
- a) Importance of Human Capital
  - b) Conceptual foundations of Human Development
  - c) Explain quality of life
  - d) Physical quality of life index
  - e) Gender empowerment measure.
3. Write answers (**any four**) : 16
- a) Determinants of human capital formation
  - b) Criteria for selecting capabilities
  - c) Economic security
  - d) Need for indices of Human Development
  - e) Gender-related development index.
4. Give answer in detail (**any two**) : 14
- a) Importance of Environmental Security.
  - b) Explain utility approach.
  - c) Limitations of per capita GDP as an indicator of Human Development.
5. Explain distinction between Human Resource Development and Human Development. 14

OR

Explain methods of computing HDI.

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**M.A. (Part – II) (Sem. – III) Examination, 2014**  
**RURAL DEVELOPMENT (New)**  
**Paper – V : Research Methods (Quantitative)**

Day and Date : Monday, 24-11-2014  
Time : 3.00 p.m. to 6.00 p.m.

Max. Marks : 70

**Instructions :** i) **All questions are compulsory.**  
ii) **Figures to the right indicate full marks.**

1. Multiple choice questions :

14

- 1) \_\_\_\_\_ is the most vital element in preparing a questionnaire.  
a) Information    b) Objective    c) Content    d) All the above
- 2) Who is known as a pioneer of positivist tradition ?  
a) Max Weber                      b) Karl Marx  
c) August Comte                      d) Herbert Spencer
- 3) Which of the following is not research design ?  
a) Diagnostic                      b) Sample  
c) Descriptive                      d) Experimental
- 4) Which of the following tradition argues that, "Social Science needed to study social action with a purpose" ?  
a) Critical tradition                      b) Interpretative tradition  
c) Positivism tradition                      d) Marxian tradition
- 5) \_\_\_\_\_ is a systematic explanation for the observed facts and their inter-relations.  
a) Variable    b) Theory    c) Fact    d) Sample
- 6) A tentative relationship between variables is called as \_\_\_\_\_  
a) Fact                      b) Theory  
c) Hypothesis                      d) Axiom



- 7) Which of the following method is primarily used for 'Census' ?
- a) Experimental Method                      b) Micro Method  
c) Survey Method                              d) None of the above
- 8) Which of the following is not a source for collection of Primary Data ?
- a) Case studies                                  b) Observation Methods  
c) Archival Material                          d) None of the above
- 9) \_\_\_\_\_ is a small representation of a population.
- a) Research      b) Fact              c) Sample      d) Method
- 10) Census is mainly conducted after every \_\_\_\_\_
- a) Every Five Year                              b) Every Ten Year  
c) Every Year                                      d) None of the above
- 11) Case study is a part of \_\_\_\_\_
- a) Qualitative Research                      b) Quantitative Research  
c) Survey Research                              d) All the above
- 12) The set of structured questions which are filled by the interviewer in a face to face situation is called as \_\_\_\_\_
- a) Questionnaire                              b) Interview Schedule  
c) Personal Questionnaire                      d) Personal Schedule
- 13) Social Science Research primarily deals with \_\_\_\_\_
- a) Economic behavior                          b) Human behavior  
c) Environment behavior                          d) None of the above
- 14) Exploratory Research is also known as \_\_\_\_\_
- a) Descriptive Research                      b) Diagnostic Research  
c) Formulative Research                      d) None of the above

2. Write short notes (**any four** out of five) :

- a) Positivism  
b) Content analysis  
c) Hypothesis  
d) Secondary data  
e) Judgment Sampling Procedure.





3. Write short answers for the following (**any four** out of five) : **16**
- a) What is Purposive Sampling Method ?
  - b) What is Review of literature ?
  - c) What is Research Design ?
  - d) What is Case Study ?
  - e) What is meant by standard deviation ?
4. Answer **any two** of the following questions : **14**
- a) Discuss the philosophical roots and importance of social research.
  - b) Explain analytical and descriptive research design.
  - c) What is measure of central tendency ? Explain its different applications.
5. Explain the meaning and classification of Data Analysis. **14**

OR

Discuss the important steps in the process of Research Proposal.

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**M.A. I (Semester – I) Examination, 2014  
RURAL DEVELOPMENT (Paper – IV) (NEW)  
Rural Economy of India**

Day and Date : Friday, 14-11-2014

Max. Marks : 70

Time : 11.00 a.m. to 2.00 p.m.

***NB:*** i) ***All questions are compulsory.***  
ii) ***Figures to the right indicate full marks.***

1. Choose the correct alternatives.

**14**

- i) The substance of under development lies in the \_\_\_\_\_ of resource.
- a) Developed                                      b) Developing  
c) Non-development                            d) Non-sector
- ii) Because of inequality rich become richer and poor become
- a) Medium                      b) Unhappy                      c) Confuse                      d) Poorer
- iii) One important characteristic of most under-developed economies is
- a) Low income                                      b) High income  
c) Per capita income                              d) Average income
- iv) Depending ratio leads to \_\_\_\_\_ migration.
- a) Men-women                                      b) Young-old  
c) Rural-urban                                      d) None of these
- v) Rural non-form sector arises in \_\_\_\_\_ sector.
- a) Primary    b) Small scale  
c) Agro-based    d) Trading
- vi) Agriculture play important role for
- a) Supplying food                                      b) Supplying labour  
c) Supplying employment                              d) Supplying medicine



vii) The term sustainable development is

- a) Wider
- b) Small
- c) Real
- d) Economical

viii) NABARD established in

- a) 1981
- b) 1982
- c) 1983
- d) 1984

ix) Self-employment is a example of \_\_\_\_\_ sector.

- a) Farm
- b) Employment
- c) Agriculture
- d) Non-form

x) \_\_\_\_\_ are the problems of rural unemployment.

- a) Lack of skill
- b) Excess population
- c) Low literary rate
- d) All of these

xi) Indian Agriculture is \_\_\_\_\_ business.

- a) Certain
- b) Uncertain
- c) Usually
- d) Annual

xii) \_\_\_\_\_ leads to decreasing rural unemployment.

- a) Money
- b) Population
- c) Special employment programs
- d) Health

xiii) The unemployment in the country

- a) Temporary
- b) Annually
- c) Seasonal
- d) Chronic

xiv) NSSO is

- a) National Searching Survey Organisation
- b) National Sample Survey Organisation
- c) National Solution Sampling Operation
- d) None of these



2. Write notes (**any four**) : 12
- a) Indicators of Rural Development.
  - b) Explain Rural-urban migration.
  - c) Trends in Agriculture growth.
  - d) Self-help groups.
  - e) Micro-finance.
3. Write answers (**any four**) : 16
- a) Linkages of farm and non-farm sectors.
  - b) Features of Rural Economy.
  - c) Causes of Rural poverty.
  - d) Sustainable Agriculture.
  - e) Food processing Industries.
4. Give answer in detail (**any two**) : 14
- a) Problems of Rural unemployment.
  - b) Agricultural pricing policy.
  - c) Policy scenario requesting Rural Industrialisation.
5. Characteristics and composition of Rural Economy. 14
- OR
- Explain remedies of Rural poverty.
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**M.A. (Rural Development) (Semester – I) Examination, 2014**  
**RURAL SOCIETY IN INDIA (Paper – II) (New)**

Day and Date : Monday, 17-11-2014

Max. Marks : 70

Time : 11.00 a.m. to 2.00 p.m.

1. Multiple choice questions.

14

- 1) \_\_\_\_\_ formulated the concept of Sanskritization.  
a) Max Weber  
b) G.S. Ghurye  
c) M.N. Shrinivas  
d) A.R. Desai
- 2) The father of 'Local Self-government' in India  
a) Mahatma Gandhi  
b) Lord Canning  
c) Lord Ripon  
d) Lord Wellesley
- 3) Political status for Panchayats was recommended by  
a) Balwant Rai Mehta  
b) Ashok Mehta  
c) Mahatma Gandhi  
d) Rajiv Gandhi
- 4) Indian rural society is characterized by  
a) Caste  
b) Kinship  
c) Religion  
d) All the above
- 5) Agrarian society means  
a) Agro industries based  
b) Land based  
c) Livestock based  
d) None of the above
- 6) The main source of power in Rural India comes from  
a) Caste  
b) Land ownership  
c) Both a) and b)  
d) None of these



- 7) \_\_\_\_\_ is associated with 'Mode of Production' debate.  
 a) A.R. Desai    b) Danil Thorner  
 c) Karl Marx     d) D.N. Dhanagare
- 8) \_\_\_\_\_ is the Dominant Caste in Maharashtra.  
 a) Brahmin     b) Maratha  
 c) Dhangar     d) Mahar
- 9) Social stratification based on income is called as  
 a) Caste system    b) Class system  
 c) Group system     d) Classless society
- 10) \_\_\_\_\_ is a document which represents the commitment of the organization towards its citizens.  
 a) Official Charter                                        b) Citizen's Charter  
 c) Community Charter                                   d) National Charter
- 11) Our Panchayat Raj System is having \_\_\_\_\_ tier system.  
 a) Five    b) Two  
 c) Three    d) Seven
- 12) Peasants are those who  
 a) Cultivate commercial crops                      b) Cultivate crops for consumption  
 c) Large land owners                                   d) Farmers having canal irrigation
- 13) Agrarian social structure refers to  
 a) Ownership of land                                   b) Control over land  
 c) Use of land    d) All the above
- 14) In feudal mode of production \_\_\_\_\_ is important.  
 a) Caste    b) Land ownership  
 c) Cropping pattern                                     d) None of the above

2. Write short notes (**any four**) :

- i) Characteristics of Agrarian society
- ii) Share cropping system
- iii) 73<sup>rd</sup> Panchayatraj Act
- iv) Functions of Gram Sabha
- v) Primitive mode of production.



3. Write short answers (**any four**) : **16**

- i) What is Panchayat Raj system ?
- ii) What is socialist mode of production ?
- iii) What is rural local governance ?
- iv) What are the changes in Agrarian relations ?
- v) What are the uses of Right to Information Act ?

4. Answer in detail (**any two**) : **14**

- i) Critically examine the recommendations of Ashok Mehta Report on PRI.
- ii) Describe the salient features of the debate on modes of production.
- iii) Explain the characteristics of Citizen's Charter.

5. Explain the importance of Social Audit. **14**

OR

Explain the characteristics of Indian peasant society.

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**M.A. Part – I (Semester – I) Examination, 2014**  
**RURAL DEVELOPMENT**  
**Quantitative Techniques (New)**  
**(Paper – III)**

Day and Date : Wednesday, 19-11-2014  
Time : 11.00 a.m. to 2.00 p.m.

Total Marks : 70

**Instructions:** i) **All questions are compulsory.**  
ii) **Calculator is permitted.**

1. Choose the correct answer from the given alternatives. **14**
- 1) Range is
    - a) Positional average
    - b) Use extreme value
    - c) a and b
    - d) None of the above
  - 2) Median divides the distribution into \_\_\_\_\_ parts.
    - a) four
    - b) three
    - c) two
    - d) many
  - 3) Simple Correlation studies
    - a) One Variable
    - b) Two Variables
    - c) Three Variables
    - d) More than two variables
  - 4) Multiple Regression studies
    - a) One Variable
    - b) Two Variables
    - c) Three Variables
    - d) More than two variables
  - 5) Correlation coefficient lies between
    - a) 1 to 10
    - b) 1 to 1
    - c) 0 to 1
    - d) None of them
  - 6) Price and Supply is
    - a) Negatively correlated
    - b) Positively correlated
    - c) Zero correlated
    - d) None of the above





- 7) Maximum value of  $r$  (correlation coefficient) =  
a) 0                      b) 1                      c)  $-1$                       d)  $-0$
- 8) The value of the mean is determined by \_\_\_\_\_ item in the series.  
a) single                      b) some                      c) every                      d) both b and c
- 9) If, Intercept =  $-5$ , Slope =  $5$  in case of regression line of  $Y$  on  $X$ ; Find value of  $Y$ , When  $X = 9$   
a) 25                      b) 19                      c) 45                      d) 40
- 10) \_\_\_\_\_ is calculating the Open end classes.  
a) Mode and Median                      b) Standard Deviation  
c) Mean and Harmonic Mean                      d) All the above
- 11) Amount of rainfall and marks of the students in final year examination is  
a) Negatively correlated                      b) Positively correlated  
c) Zero correlated                      d) None of the above
- 12) If, mean value is  $1000$  and standard deviation is  $50$  than coefficient of variation is  
a) 1                      b) 5                      c) 50                      d) 500
- 13) Coefficient of Correlation between sale of woollen cloth and day temperature.  
a) Zero                      b) One                      c) Negative                      d) Positive
- 14) \_\_\_\_\_ is not affected by extreme values.  
a) Mode                      b) Standard Deviation  
c) Median                      d) a and c

2. Write short notes (**any 4** out of 5) :

**12**

- 1) Types of Quantitative Techniques
- 2) Regression Analysis
- 3) Advantages of mean, mode, median and range
- 4) Limitations of Quantitative Techniques
- 5) Scatter Diagram.



3. Solve problem (any 4 out of 5) :

16

**Problem 1 :** Calculate Mean for the following data.

|                       |       |       |       |       |       |
|-----------------------|-------|-------|-------|-------|-------|
| <b>FDI (Rs. Cr.)</b>  | 10–20 | 20–30 | 30–40 | 40–50 | 50–60 |
| <b>No. of Company</b> | 30    | 40    | 50    | 60    | 20    |

**Problem 2 :** Calculate Mode for the following data.

|                          |       |       |       |       |       |
|--------------------------|-------|-------|-------|-------|-------|
| <b>Expenditure (Rs.)</b> | 20–30 | 30–40 | 40–50 | 50–60 | 60–70 |
| <b>No. of Family</b>     | 300   | 500   | 1000  | 500   | 300   |

**Problem 3 :** Calculate Median for the following continuous frequency distribution.

|                         |       |       |       |       |       |
|-------------------------|-------|-------|-------|-------|-------|
| <b>Apple Prod. (MT)</b> | 10–20 | 20–30 | 30–40 | 40–50 | 50–60 |
| <b>No. of Growers</b>   | 300   | 1000  | 600   | 400   | 300   |

**Problem 4 :** Calculate Standard Deviation and Mean for the following data.

|                            |       |       |       |       |       |
|----------------------------|-------|-------|-------|-------|-------|
| <b>Investment (Rs.)</b>    | 20–30 | 30–40 | 40–50 | 50–60 | 60–70 |
| <b>No. of Institutions</b> | 300   | 700   | 600   | 400   | 300   |

**Problem 5 :** Calculate Standard Deviation and Mean from following data.

|                        |     |     |     |     |     |
|------------------------|-----|-----|-----|-----|-----|
| <b>Total Marks</b>     | 380 | 390 | 510 | 420 | 500 |
| <b>No. of Students</b> | 2   | 3   | 4   | 3   | 2   |

4. Solve problem (any 2 out of 3) :

14

**Problem 1 :** Calculate Coefficient of Variation for the following frequency distribution.

|                                 |       |       |       |       |        |
|---------------------------------|-------|-------|-------|-------|--------|
| <b>Wage Rate (Rs '00')</b>      | 40–50 | 50–60 | 60–70 | 70–80 | 80–110 |
| <b>A Company-No. of Workers</b> | 300   | 400   | 400   | 600   | 300    |
| <b>B Company-No. of Workers</b> | 300   | 400   | 400   | 600   | 300    |



**Problem 2 :** Calculate Karl Pearson's Coefficient of Correlation.

|          |     |     |     |     |     |
|----------|-----|-----|-----|-----|-----|
| <b>X</b> | 110 | 160 | 190 | 210 | 260 |
| <b>Y</b> | 300 | 400 | 500 | 600 | 600 |

**Problem 3 :** Calculate Spearman's Rank Coefficient of Correlation.

|          |     |     |      |      |     |      |     |     |
|----------|-----|-----|------|------|-----|------|-----|-----|
| <b>X</b> | 20  | 200 | 2000 | 600  | 322 | 1082 | 400 | 400 |
| <b>Y</b> | 700 | 800 | 300  | 2000 | 440 | 436  | 600 | 700 |

5. Solve problem (**any 1** out of 2) :

**14**

**Problem 1 :** Find out Regression Line of Y on X for the following data.

And Estimate Y, When X = 500.

|                           |     |     |     |     |     |
|---------------------------|-----|-----|-----|-----|-----|
| <b>Price (Rs.) (X)</b>    | 60  | 70  | 80  | 90  | 100 |
| <b>Demand (Units) (Y)</b> | 300 | 290 | 280 | 240 | 200 |

**Problem 2 :** Find out Regression Line of X on Y for the following data.

And Estimate X, When Y = 110.

|          |     |     |     |     |     |     |
|----------|-----|-----|-----|-----|-----|-----|
| <b>X</b> | 300 | 400 | 500 | 600 | 800 | 900 |
| <b>Y</b> | 150 | 140 | 120 | 170 | 140 | 100 |

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**M.A. – I (Semester – I) Examination, 2014**  
**RURAL DEVELOPMENT (Paper – I)**  
**Indian Economic Policy (New)**

Day and Date : Friday, 21-11-2014  
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 70

**Instructions :** 1) **All questions are compulsory.**  
2) **Right side digit indicates marks.**

1. Choose the correct answer :

14

- 1) The period of Sixth Five Year Plan is \_\_\_\_\_
  - a) 1980 – 85
  - b) 1985 – 90
  - c) 1990 – 95
  - d) 1975 – 80
- 2) 'Planned economy for India' this book is written by \_\_\_\_\_
  - a) J. Nehru
  - b) Mahatma Gandhi
  - c) Subhash Chandra Bose
  - d) None of the above
- 3) \_\_\_\_\_ is the main theme of twelve five year plan.
  - a) Inclusive growth
  - b) Sustainable growth
  - c) Increasing growth
  - d) Faster growth
- 4) \_\_\_\_\_ growth model was used for the seventh five year plan.
  - a) Harrod-Domar
  - b) Prof. P. C. Mahalanobis
  - c) Solow Model
  - d) Vakil and Brahmanand
- 5) Changes brought in the agrarian structure through direct intervention are known as \_\_\_\_\_
  - a) New Policy
  - b) Land reforms
  - c) Tenancy reforms
  - d) None of them



- 6) HYVP means \_\_\_\_\_  
a) High Yielding Varieties of Pesticides  
b) High Yielding Varieties of Product  
c) High Yielding Varieties of Programme  
d) None of the above
- 7) Non-institutional finance source are \_\_\_\_\_  
a) Moneylender  
b) Traders  
c) Relatives  
d) All the above
- 8) NABARD was established in \_\_\_\_\_  
a) 1980                      b) 1981                      c) 1982                      d) 1983
- 9) The Regional Rural Bank was sponsored by \_\_\_\_\_  
a) Commercial Bank  
b) State Government  
c) Commercial Bank and State Government  
d) None of the above
- 10) \_\_\_\_\_ is the Apex Bank for small scale industry for providing credit.  
a) SIDBI                      b) RRB                      c) NABARD                      d) SCB
- 11) In \_\_\_\_\_ the management of the market is done by market committee.  
a) Regulated Market                      b) Co-operative Market  
c) Private Market                      d) All the above
- 12) New Economic Policy was announced by \_\_\_\_\_  
a) 1991                      b) 1992                      c) 1993                      d) 1994
- 13) Micro industries are those which have the investment limit up to \_\_\_\_\_  
a) Less than 25 lakh                      b) More than 25 Lakh  
c) 25 lakh                      d) None of the above
- 14) \_\_\_\_\_ is the Apex Financial Institution that controls the share market.  
a) SEBI                      b) RBI                      c) FCI                      d) IRDI



2. Write short notes (**any four**) : **12**
- 1) Physical Planning.
  - 2) Below poverty line and above poverty line.
  - 3) Non Institutional Credit.
  - 4) Money Market
  - 5) Treasury Bill.
3. Write short answer (**any four**) : **16**
- 1) Explain in brief about plan holiday.
  - 2) Which are the co-operative credit institutions that provide long term credit ?
  - 3) Explain in brief importance of public sector in the economy.
  - 4) What is capital market ?
  - 5) What is the repo rate ?
4. Answer **any two** questions : **14**
- 1) What are the measures undertaken to improve the agricultural marketing in India ?
  - 2) Explain the New Economic Policy – 1991.
  - 3) Explain the strategy of Seventh and Eight Five Year Plan.
5. Discuss the Land Reform Policy in detail. **14**

OR

Explain the importance and problems of small scale industries.

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