

BHARTIYA VIDYA MANDIR (BVM) COLLEGE OF MGMT. EDUCATION

QUESTION BANK

MBA- IV SEM

OP01 – RURAL MANAGEMENT

Note : Question of 1.5 Marks.

- Q.1 What do you mean by Rural Financing?
- Q.2 What is NABARD ?
- Q.3 Discuss in brief the advantages of Market Report.
- Q.4 Write a short note on 'Role of Research in Rural Markets'.

Note : Questions of 2 Marks.

- Q.1 Explain the scope and objectives of Market Research.
- Q.2 Write a note on Sources of Finance.
- Q.3 What do you understand of Dissemination of Market Information.

Note : Questions of 3 marks.

- Q.1 Discuss the various Schemes and Patterns of NABARD
- Q.2 Discuss the steps involved in marketing research process.
- Q.3 Explain the requisites of a good Finance System.
- Q.4 What are the various marketing research tools and techniques followed by marketers?.
- Q.5 What is market report? Also discuss its advantages.
- Q.6 What are the methods of collection of Information? Explain each in brief.
- Q.7 Explain the concept of research and its steps used in rural marketing?
- Q.8 Explain the NABARD and its functions..