

M.A. (RURAL DEVELOPMENT)**Term-End Examination****December, 2007****MRDE-004 : ENTREPRENEURSHIP AND
RURAL DEVELOPMENT***Time : 3 hours**Maximum Marks : 100***Note :**

- (i) Attempt **all** the five questions.
- (ii) All questions carry equal marks.
- (iii) Answers to questions no. 1 and 2 should not exceed 800 words each.

-
-
1. Discuss in brief the entrepreneurial scenario in India before Independence. 20

OR

How can the market economy be conducive for rural entrepreneurship ? 20

2. Outline various domains of rural entrepreneurship in India. 20

OR

Highlight the primary management function in a rural enterprise. 20

3. Answer any **two** of the following in approximately 400 words each :

(i) How is entrepreneurship important for employment generation and development in rural areas ? 10

(ii) Why has the Grameen Bank been very popular in Bangladesh ? 10

(iii) What is market research ? Mention briefly how to conduct it ? 10

4. Answer any **four** of the following in about 200 words each :

(i) What do you mean by mal-integration of rural - urban economy ? 5

(ii) What has been the impact of nationalisation ? 5

(iii) Briefly state the types of rural entrepreneurship. 5

(iv) Discuss in brief the potential of rural tourism in India. 5

(v) What is Break-even Analysis ? 5

(vi) Discuss in brief the pricing objectives. 5

5. Which short notes on any **five** of the following in about 100 words each :

- | | |
|-------------------------------|---|
| (i) Innovation | 4 |
| (ii) Operating Cycle | 4 |
| (iii) Entrepreneurial Journey | 4 |
| (iv) Back to roots | 4 |
| (v) Quality and Productivity | 4 |
| (vi) Infrastructure | 4 |
| (vii) Term Loan | 4 |
| (viii) Human Resources | 4 |

