



School of Development Studies

MBA Rural Management
Batch-06 (2017-2019) – 2 Year

ICT in Rural Development

Term Examination



Time - 3 Hour

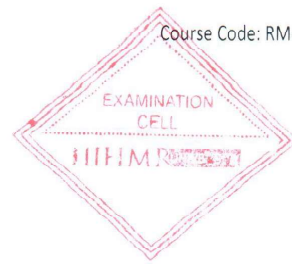
MM-70

The question paper contains 2 printed pages.

A. All questions are compulsory and carry equal marks.

1 mark each

1. What is the full form of ICT?
 - a. Inclusive Communication Technology
 - b. Information Communication Technique
 - c. Information Communication Technology
 - d. None of the Above
2. What is the full form of GMHAT?
 - a. Gross Mental Health Assessment Test
 - b. Global Mental Health Assessment Test
 - c. Global Mental Health Assessment Tool
 - d. None of the Above
3. Which is an example of closed source software
 - a. Python
 - b. Joomla
 - c. Mysql
 - d. Ms-Office
4. Full form of GNU is
 - a. GNU's not Unix
 - b. GNU is never Unix
 - c. GNU is GPL Not Unix
 - d. GNU is not Unis.
5. Which is first open source internet browser?
 - a. Netscape
 - b. Mosaic
 - c. Mozilla
 - d. Oak



6. Full form of FSF is
- Free Solutions Foundation
 - Free Software Foundation
 - Free System Foundation
 - Free Systems Foundation

B. Write brief note on the following. Attempt any three in not more than 200 words.

8 Marks each

- ITC e-choupal project
- Wana Wired Project
- ICTs in Agribusiness
- What are the main E Governance Initiatives of Govt?
- What is the difference between Open Source and Close Source?.
- Briefly discuss the main initiatives under Digital India program of Gol.

C. Attempt in not more than 500 words?

15 marks each

- You are a marketing manager for an e-commerce platform for marketing handicrafts. What are the four main things that you would keep in mind to design a website to showcase the crafts. Discuss with examples.
- Discuss different components of value chain for ICT based services. Analyze the key issues with reference to each of them that need to be kept in mind while designing a ICT value chain.