

Total No. of Questions : 3]

SEAT No. :

P1904

[Total No. of Pages : 2

[6033]-614

T.Y.B.B.A.

**E 606 : TOURISM DEVELOPMENT IN RURAL INDIA
(2019 Pattern) (CBCS) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figure to the right indicate full marks.

Q1) Objective type questions.

A) Multiple Choice questions.

[5]

- a) The main aim to tourism industry in India is _____
 - i) To spread word of mouth & create repeat visitors
 - ii) Create repeat visitors
 - iii) To spread word of mouth
 - iv) None of the above
- b) A tourism policy includes _____
 - i) Rules
 - ii) Regulations
 - iii) Objectives & Strategies
 - iv) All of the above
- c) In the following which is not a basic purpose of travel in ancient times?
 - i) Trade
 - ii) Seeking knowledge
 - iii) For religious purpose
 - iv) Recreation
- d) In _____ areas agriculture & allied activities are predominant.
 - i) Urban
 - ii) Semi-urban
 - iii) Metropolitan
 - iv) Rural
- e) Rural development implies raising the _____ status of the rural population.
 - i) Social Status
 - ii) Economical
 - iii) Political
 - iv) All of the above

P.T.O.

- B) Answer in one sentence [5]
- a) Define Agro-Tourism
 - b) Define Sustainable tourism
 - c) Discuss any two challenges in Rural tourism in India
 - d) What is Rural Territory?
 - e) What is cost associated with Rural Tourism?

- Q2) Long answer questions (Any 2 out of 4) [20]
- a) Explain the need & Scope of Rural Tourism
 - b) What is Inspirational Tourism? State its importance
 - c) Explain the types of Rural Tourism
 - d) Role of technology in Rural development

- Q3) Write short notes on _____ (Any 4 out of 6) [20]
- a) Impact of Rural Tourism on the rural community.
 - b) Benefits of Rural Tourism
 - c) Rural Tourism in Indian conteret
 - d) Rural Development
 - e) Linkages for development of Rural Tourism in India.
 - f) Impact of act, culture & heritage on rural tourism

