

Total No. of Questions : 3]

SEAT No. :

P-6002

[Total No. of Pages : 2

[6143]-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) *Figures to the right indicate full marks.*

**Q1) Compulsory Question: (Objective Type Questions) [10]**

**A) Multiple choice questions. [5]**

- i) Which is the critical determinant of tourism demand
  - a) Race of gender
  - b) Mobility
  - c) Income
  - d) Education
- ii) Which of the following is a cultural tourist attraction
  - a) Museums
  - b) National park
  - c) Arts
  - d) Folk Lore
- iii) Which type of Eco tourism is highly focused on the protection of nature resources and environmental bio-diversity?
  - a) Splash tourism
  - b) Environmental tourism
  - c) Social tourism
  - d) None of these
- iv) Which tourism concept is to protect the production of fruits, vegetables, flowers, etc?
  - a) Farm tourism
  - b) Agro tourism
  - c) Farm tourism
  - d) None of these
- v) The concept of Rural tourism \_\_\_\_\_.
  - a) Travel to remote areas
  - b) Travel to natural areas
  - c) Travel to urban areas
  - d) None of these

**P.T.O.**

**B) Answer in one sentence :** [5]

- i) What is a Tourism Product?
- ii) State any two challenges of rural tourism.
- iii) Give any two objectives of agro tourism.
- iv) What is Natural Tourism?
- v) State any two benefits of Ecotourism?

**Q2) Long answer questions (Any two) :** [20]

- a) Explain the significance of Rural Tourism.
- b) Discuss the types of Rural Tourism.
- c) State and explain the role of rural tourism in the economic development of India.
- d) Explain the role of technology in Rural Tourism.

**Q3) Write short notes on (any four) :** [20]

- a) Importance of Business Plan
- b) Role of Professional agencies in tourism
- c) Village as a primary tourism product
- d) Role of government to support rural tourism
- e) Agro Tourism
- f) Showcasing rural life, art, culture and heritage through rural tourism.

