

MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE  
SEMESTER END THEORY EXAMINATION

B.Sc.(Hons.) A.B.M.

Semester	: V (New)	Term	: First	Academic Year	: 2022-23
Course No.	: ELE-ECON 3511	Title	: Agro-tourism		
Credits	: 3(2+1)				
Day & Date	: Friday, 10.02.2023	Time	: 14:00 to 17:00 hrs.	Total Marks	: 80

- Note :
1. Solve ANY EIGHT questions from SECTION 'A'.
  2. All questions from SECTION 'B' are compulsory.
  3. All questions carry equal marks.
  4. Draw neat diagram wherever necessary.

SECTION 'A'

- Q.1 Define Agro-tourism and discuss the scope of agro-tourism in India.
- Q.2 Discuss the basic requirements to start agro-tourism centre in India.
- Q.3 Enlist the different forms of tourism. Explain the benefits of agro-tourism in India.
- Q.4 Describe Government's policies and legislations with their objectives in respect of agro-tourism in Maharashtra.
- Q.5 State the activities of agro-tourism. Discuss the different constraints in operation and management of agro-tourism in India.
- Q.6 Describe the management of resources at agro-tourism centre.
- Q.7 Enumerate the role and functions of an entrepreneur. Discuss the key techniques for success in agro-tourism.
- Q.8 Differentiate between agro-tourism and traditional tourism. Discuss the role of agricultural institutes in promotion of agro-tourism.
- Q.9 Explain the marketing strategies of agro-tourism products and services.
- Q.10 Write short notes on (Any Two):
  - a) Agro-tourism opportunities in India
  - b) ATDC
  - c) SWOT analysis of agro-tourism

SECTION 'B'

- Q.11 Fill in the blanks:
- 1) \_\_\_\_\_ is the pioneer in the field of agro-tourism in India.
  - 2) The first International Agro-tourism Day was celebrated on \_\_\_\_\_.
  - 3) \_\_\_\_\_ is the umbrella organization for agro-tourism in Maharashtra.
  - 4) Agro-tourism is a \_\_\_\_\_ concept of visiting working farm or agri-business operation.

(P.T.O.)

- 5) Minimum land required to start agro-tourism centre is \_\_\_\_\_.
- 6) \_\_\_\_\_ is the body responsible for coordinating product development, marketing and training for agro-tourism in India.
- 7) \_\_\_\_\_ is the pioneer state to develop and promote agro-tourism in India.
- 8) Maharashtra Cabinet cleared an Agro-tourism Policy in the year \_\_\_\_\_.

Q.12 Do as directed:

- 1) State the basic principle of agro-tourism.
- 2) Define: Entrepreneur.
- 3) What are the elements of agro-tourism? (Any Two)
- 4) Enlist any two media for advertising of agro-tourism.
- 5) Give any one market mix strategy for the promotion of agro-tourism.
- 6) Write the name of any two agro-tourism centers in Maharashtra.
- 7) Name the famous personality in agro-tourism industry.
- 8) List any two best management practices, which need to be followed in agro-tourism.

