

MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END THEORY EXAMINATION
B.Sc.(Hons.) A.B.M.

Semester	: V (New)	Term	: First	Academic Year	: 2023-24
Course No.	: ELE-ECON 3511	Title	: Agro-tourism		
Credits	: 3 (2+1)				
Day & Date	: Thursday, 14.12.2023	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 What is the basic requirement for establishment of agro-tourism centers?
- Q.2 Define Agro-tourism. Write the importance of agro-tourism in the Indian economy.
- Q.3 Enlist different forms of agro-tourism and explain any two of them.
- Q.4 State and explain the points to be considered while preparing or formulating the project proposal for agro-tourism center.
- Q.5 What are the constraints in operation and management of agro-tourism? Explain any four.
- Q.6 Write in detail about marketing strategies of products and services of agro-tourism.
- Q.7 Explain the scope of agro-tourism in the Maharashtra.
- Q.8 Define Account and explain the different types of accounts used in agro-tourism centers.
- Q.9 Explain the Government policies for environment protection.
- Q.10 Explain the role and function of entrepreneurship development.

SECTION 'B'

- Q.11 State True or False:
- 1) Agro-tourism is a bridge between rural and urban culture.
 - 2) World Agro-tourism Day is celebrated on 19th May.
 - 3) Visit to a religious place is a part of tourism.
 - 4) Agro-tourism is an old concept of tourism.
 - 5) An entrepreneur is a person, who initiates a business venture.
 - 6) Agro-tourism is a style of vacation in which hospitability is offered on the farm.
 - 7) There is presence of organized sector in agro-tourism industry.
 - 8) Farmer, village and hotels are the elements of agro-tourism.

(P.T.O.)

Q.12 Fill in the blanks:

- 1) Agro-tourism and _____ are closely related to each other.
- 2) _____ is the most important factor for success in agro-tourism.
- 3) Agro-tourism has _____ value.
- 4) _____ is the pioneer person in the field of agro-tourism in Maharashtra.
- 5) Agro-tourism has the potential to change the _____ of traditional agriculture.
- 6) Agro-tourism Day was celebrated in _____ city for the first time in the world.
- 7) An individual farmer, who has minimum _____ hectares land can start agro-tourism.
- 8) There is need of _____ management at agro-tourism centers.

