



D Y Patil Agriculture & Technical University, Talsande

Year -2023-24	School of Agribusiness Management	Department of Management
Program: MBA-ABM	Management	
Course Code: MABM001407	Course Title: : Agro Tourism	Semester – IV
Day	End Semester Examination (ESE)	Time:
Date:		Max Marks: 100

- Instructions:**
- 1) All questions are compulsory.
 - 2) Assume suitable data wherever necessary.
 - 3) Figures to the right indicate full marks.

		Marks	Bloom's Level	CO
Q.1	Short Answer Type Questions (Attempt any 5)			
	a) Explain the role of MTDC in Tourism Development	6	4	2
	b) Explain Swadesh Darshan Scheme of Tourism in detail.	6	2	2
	c) Explain Scope of Agrotourism	6	4	1
	d) Illustrate Requirements of Agro-tourism	6	2	3
	e) Explain Agro Tourism Opportunities in India.	6	2	4
	f) Discuss Tips for Successful Tourism Advertisement.	6	5	5
Q.2	Long Answer Type Questions (Attempt any 5)			
	a) Elaborate the step by step process of starting Agro Tourism Centre.	10	6	1
	b) Explain Agro-tourism Challenges & Recommended strategy in detail.	10	4	2
	c) Discuss the Agro Tourism Policy of Maharashtra in detail.	10	6	3
	d) Explain the process of Entrepreneurship development in Agro Tourism.	10	5	4
	e) Interpret the Capital Investment Management and sources of fund used in Agro Tourism Centre.	10	5	4
	f) Discuss the different ways used to advertise Agro Tourism Business.	10	6	5



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Q.3 Case Study / Application based question

How Agro Tourism Owner manage Accommodation and Hospitality at Agro Tourism Centre. Suggest your opinion

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