

MA/M.Sc. RURAL DEVELOPMENT  
SECOND SEMESTER  
RURAL TOURISM  
MRD – 206

**SET  
B**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 1.30 hrs.

Full Marks: 35

Time: 15 mins.

**(Objective)**

Marks: 10

Choose the correct answer from the following:

1 × 10 = 10

1. What does the abbreviation "CBT" stand for in the context of rural tourism?  
a. Cultural Business Travel                      b. Community-Based Tourism  
c. Conservation and Biodiversity              d. Corporate Branding Tourism  
Tourism
2. Expenses that do not vary with changes in the level of tourism activity is.....  
a. Marginal Cost                                      b. Variable cost  
c. Fixed cost    d. Total Cost
3. What are some strategies for marketing rural tourism?  
a. Promoting unique local experiences        b. Collaborating with other businesses  
and organizations  
c. Creating online and social media              d. All of the above.  
presence
4. What are the criteria used to measure that include the number of visitors, the length of stay, the average expenditure per visitor, the number of repeat visitors, and the level of satisfaction among visitors?  
a. Supply for rural tourism                              b. Promotion of rural tourism  
c. Demand for rural tourism                              d. None of the above
5. What of these is not one of the role of local government in rural tourism development?  
a. Providing funding for tourism                      b. Developing policies and regulations  
infrastructure and marketing                      for tourism activities  
c. Supporting community-based tourism              d. Dictating the community on what they  
initiatives    should sell
6. What is sustainable rural tourism development?  
a. Rural tourism that generates a lot of              b. Rural tourism that has a positive  
revenue    impact on the environment  
c. Rural tourism that benefits the local              d. Rural tourism that is planned and  
community    managed in a sustainable way

7. What are the potential negative impacts of tourism on the environment?
- a. Pollution
  - b. Deforestation
  - c. Loss of biodiversity
  - d. All of the above
8. The first National Tourism Policy was introduced in
- a. 1982
  - b. 2000
  - c. 1992
  - d. 2002
9. Tourism contributes to more than 5 percent of global greenhouse gas emissions, with .....accounting for 90 percent of this
- a. Home stays
  - b. Transportation
  - c. Fooding
  - d. None of the above
10. Tourism promotes conservation and preservation of..... resources
- a. Natural
  - b. Cultural
  - c. Social
  - d. All the above
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**(Descriptive)**

Time : 1 Hr. 15 Mins.

Marks : 25

| Answer question no.1 & any two (2) from the rest |

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|---|--------|
| 1. Briefly describe the key steps for incorporating Sustainability into Rural Tourism planning and management.            | 5      |
| 2. Write a short note on Economic and cultural cost- benefit of rural tourism.  | 10     |
| 3. Explain the key features of tourism policy of 2002.  | 10     |
| 4. Elaborate the application of marketing to rural tourism. What are the problems in rural marketing?                     | 5+5=10 |
| 5. Explain the factors that drive the demand and influence the motivation of people's decision to engage in rural tourism | 5+5=10 |

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