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**D**

**SET-Y**

**M.Phil./Ph.D./URS-EE-2019**  
**SUBJECT : Tourism Management**

Sr. No. ....10044.....

Time : 1¼ Hours

Max. Marks : 100

Total Questions : 100

Roll No. (in figures) \_\_\_\_\_ (in words) \_\_\_\_\_

Name \_\_\_\_\_ Father's Name \_\_\_\_\_

Mother's Name \_\_\_\_\_ Date of Examination \_\_\_\_\_

\_\_\_\_\_  
(Signature of the Candidate)

\_\_\_\_\_  
(Signature of the Invigilator)

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5. The candidate **must not** do any rough work or writing in the OMR Answer-Sheet. Rough work, if any, may be done in the question booklet itself. Answers **must not** be ticked in the question booklet.
6. **There will be no negative marking. Each correct answer will be awarded one full mark. Cutting, erasing, overwriting and more than one answer in OMR Answer-Sheet will be treated as incorrect answer.**
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MPH/PHD/URS-EE-2019/(Tourism Mgt.)(SET-Y)/(D)

*18.11.19* *18/11/19*



1. The cost which are incurred and conveniently identified with a particular package tour is known as.  
(1) Fixed Cost      (2) Variable Cost      (3) Direct Cost      (4) Indirect Cost
2. Tender Pricing is which type of pricing strategies ?  
(1) Cost Oriented      (2) Market Oriented  
(3) Product Oriented      (4) Industry/ Competition Oriented.
3. A programmed or electronic inline baggage screening systems which are widely used in the air terminal is known as ?  
(1) Collecting Area      (2) Screening Area  
(3) Checked In Area      (4) Arrival Area
4. An organization/a company which assembles land arrangements from destination travel operators and combines them with air-travel/transportation to form a package with a view to suit the tastes of a specific tourist segment  
(1) Retail Travel Agency      (2) Domestic Travel Agency  
(3) Wholesale Travel Agency      (4) International Travel Agency
5. These are the highest level of special fare. It does not attract much restriction but the maximum and minimum stay limitations. These fares are designed for the travellers who use to fly during weekends or vacations. Identify the type of fare from the following :  
(1) Holiday Fare      (2) PAX Fare      (3) Apex Fare      (4) Excursion Fare
6. Yellow fever vaccination certificate is valid for how many years ?  
(1) 7 Years      (2) 8 Years      (3) 9 Years      (4) 10 Years
7. Variables which are responsible for the chance variation that are often observed in a research investigations. In most cases they are limited to a peculiar group ?  
(1) Moderating Variables      (2) Intervening Variables  
(3) Extraneous Variables      (4) Research Variables
8. The Research Design which is flexible in its approach and involves a qualitative investigation in most cases ?  
(1) Simple Research Design      (2) Exploratory Research Design  
(3) Complex Research Design      (4) Flexible Research Design



9. For the application of a Chi-Square test, the expected frequency in each cell should be.  
 (1) At least 2      (2) Zero      (3) At least 10      (4) At least 5
10. If there were a perfect positive correlation between two interval/ratio variables, the Pearson's r test would give a correlation coefficient of :  
 (1) 0.328      (2) +1      (3) +0.328      (4) -1
11. The written record of a hotel guests' account is known as :  
 (1) Flow chart      (2) Folio  
 (3) Flyer      (4) General Account
12. Which of the following pairs is not correctly matched ?  
 (1) Bismillah Khan – Shehnai      (2) Hariprasad Chaurasia - Flute  
 (3) Amjad Ali Khan – Sarod      (4) Birju Maharaj – Bharatnatyam
13. Which of the following is not the World Heritage site in Delhi ?  
 (1) Qutub Minar      (2) India Gate  
 (3) Red Fort      (4) Humayun's Tomb
14. Parambikulam Tiger Reserve is situated in :  
 (1) Kerala      (2) Karnataka  
 (3) Puducherry      (4) Tamil Nadu
15. Where are the one-homed rhinoceroses housed in India ?  
 (1) Corbett National Park      (2) Bharatpur Sanctuary  
 (3) Kaziranga Wild Life Sanctuary      (4) Bandipur National Park
16. What is the full form of IUCN ?  
 (1) International Union for Conservation of Nature  
 (2) Indian Unit for Conservation of Nature  
 (3) International United Conservation of Nature  
 (4) Indian Union for Conservation of Nature
17. Which of the following museums is not located in Delhi ?  
 (1) National Museum  
 (2) National Handicrafts and Handlooms Museum  
 (3) RBI Monetary Museum  
 (4) Air Force Museum



18. The title of Mahatma Gandhi's autobiography is :
- (1) The Indian Struggle (2) The Story of my Experiment with Truth  
(3) Tryst with Destiny (4) Towards the Freedom
19. The India Tourism Development Corporation (ITDC) was established in :
- (1) 1954 (2) 1962 (3) 1966 (4) 1986
20. Heritage Palace on wheels, a luxury train in India, was earlier known as :
- (1) Rajputana Palaces on wheels (2) Palace on wheels  
(3) Princely state palaces on wheels (4) Rajasthan palaces on wheels
21. The intangible nature of services results in more of an emphasis on ..... that are evaluated in the aftermath of product consumption.
- (1) Extrinsic qualities (2) Experience qualities  
(3) Search qualities (4) Intrinsic qualities
22. A variety of factors influence consumer's purchase decisions. External influences among others include ..... and .....
- (1) Culture, Reference groups, household  
(2) Reference groups, perception, household  
(3) Culture, socio-economic status, learning  
(4) Attitude, household, Reference groups
23. Which one amongst the following is the behavioural basis of segmentation :
- (1) Roles and status (2) Personality  
(3) Learning (4) Purchase occasion'
24. Demand-oriented pricing approaches use ..... of value as a basis of setting prices.
- (1) Management's perceptions (2) Consumer perceptions  
(3) Supplier perceptions (4) Consumer attitude
25. A contractual arrangement whereby one firm licences a number of other firms to use its name and business practices is known as :
- (1) Joint venture (2) Licensing  
(3) Franchising (4) Strategic alliance



26. Which of the following statements are correct ?

- (a) The 'Product Life Cycle' (PLC) is a predictive tool to determine the length of a product's useful life.
- (b) Growth stage of PLC is a period of rapid market acceptance and increasing profits.
- (c) The new product development process starts with 'concept development and testing' stage.
- (d) Many companies are now developing 'crowd sourcing' that involves application of open source principles to fields outside software.

- (1) (a) and (b)      (2) (a) and (d)      (3) (b) and (d)      (4) (c) and (d)

27. Given below are two statements, one is labelled as Assertion (A) and the other as Reason (R) :

Assertion (A) :

The purpose of customer Relationship Management (CRM) is to improve marketing productivity which is achieved by increasing marketing efficiency and by enhancing marketing effectiveness.

Reason (R) :

A successful CRM strategy is usually implemented through a software package designed

to support reliable processes and procedures for interacting with customers.

In the context of above statements, choose the correct answer.

- (1) Both (A) and (R) are true and (R) is the correct explanation of (A)
- (2) Both (A) and (R) are true but (R) is not the correct explanation of (A)
- (3) (A) is true but (R) is false
- (4) (A) is false but (R) is true

28. The Global Distribution System (GDS) is a computer reservation and information system that is often operated by multiple airlines and used by travel agents. Which of the following is one of the main GDS in the world :

- (1) Galileo      (2) Columbus      (3) Cruiser      (4) Dreamliner

29. Select the incorrect statements from options given below :-

- (a) Nalanda University was situated in Sind province
- (b) Taxila University was situated in the North-east province
- (c) Emperor Akbar regarded Kashmir as 'Paradise on earth'
- (d) Many Chinese travellers came to India to study Buddhism at Nalanda University

Options :

- (1) (a), (c)      (2) (a), (b), (c)      (3) (c), (b), (d)      (4) (a), (d)



30. Select the correct statement from the following :
- (1) Many kos minars are found in Haryana
  - (2) Kos minars are not found in Haryana
  - (3) Sheikh Chilli's tomb is situated in Khanpur Kalan
  - (4) Empress Nur Jahan was killed by a peasant in Sonipat
31. Jasper National Park is located in :
- (1) Alaska
  - (2) Canada
  - (3) England
  - (4) Portugal
32. Which of the following option is not correct :  
Bundelkhand, impressive for its topography and rich cultural heritage includes some of the places of tourist attractions like :
- (1) Baruasagar
  - (2) Datia
  - (3) Churu
  - (4) Sonagir
33. Historical site Badal Mahal Darwaza is located in the following state :
- (1) Rajasthan
  - (2) Madhya Pradesh
  - (3) Gujarat
  - (4) Uttarakhand
34. The famous Ravana Waterfalls are located in :
- (1) India
  - (2) Sri Lanka
  - (3) Greece
  - (4) Bangladesh
35. The city of 'Turin' one of the major tourist destinations is located in :
- (1) England
  - (2) Italy
  - (3) Canada
  - (4) Moscow
36. The Andaman and Nicobar Islands comprise :
- (1) 575 islands
  - (2) 572 islands
  - (3) 571 islands
  - (4) 562 islands
37. The services or goods known core products for a guest to use are called :
- (1) Facilitating Products
  - (2) Supporting Products
  - (3) Augmented Products
  - (4) Core Products
38. About which country did Mark Twain describe "It is a fabulous world of splendour and rags, the country under the sun with an imperishable interest, the one land that all men desire to see".
- (1) China
  - (2) Sri Lanka
  - (3) India
  - (4) Singapore
39. Suppose, Air India flight leaves Delhi at 0050 hrs on Monday on 16th August 2019, and reaches Bangkok at 0600 hrs on 16th August 2019. Calculate the flying time.
- (1) 3 hrs and 40 minutes
  - (2) 4 hrs and 40 minutes
  - (3) 3 hrs and 20 minutes
  - (4) 4 hrs and 20 minutes



40. The official web address of India Tourism Development Corporation is :  
 (1) www.itdc.org (2) www.tourism.gov.in  
 (3) www.theashokgroup.com (4) www.itdc.nic.in
41. Tourism Finance Corporation of India (TFCI) was incorporated in which of the following year ?  
 (1) 1995 (2) 1993 (3) 1991 (4) 1989
42. A statement designed to show how changes in financial statements such as income statement and balance sheet affect cash and cash equivalents. The statement is divided into three segments namely operating activities, investing activities, and financing activities. This type of statement is known as :  
 (1) Fund flow statement (2) Cash flow statement  
 (3) Assets flow statement (4) Stock flow statement
43. Difference between discounted value of inflows and discounted value of outflows is known as :  
 (1) Net present value (2) Net lease  
 (3) Net working capital (4) Net float
44. A specific discount rate that makes the net present value zero is known as ?  
 (1) Accounting Rate of Return (2) Net Present Value  
 (3) Internal Rate of Return (4) Payback Period
45. Current assets minus current liabilities are known as ?  
 (1) Net Working capital (2) Net Current Assets  
 (3) Net Current Liabilities (4) Gross Assets
46. A financial statement showing a firm's assets and liabilities as on specific date is known as.  
 (1) Trading Account (2) Profit & Loss Account  
 (3) Balance Sheet (4) Trial Balance
47. The ..... one of the oldest in business, holds that consumers prefer products that are widely available and inexpensive.  
 (1) Production concept (2) Product concept  
 (3) Selling concept (4) Marketing concept
48. A set of marketing tool that the firm uses to pursue its marketing objectives in the target market is called as ?  
 (1) Marketing Mix (2) Promotion Mix  
 (3) Product Mix (4) All of Above



49. Paid form of non-personal presentation and promotion of idea, goods or services by an identified sponsor is known as ?  
 (1) Interpersonal Communication (2) Selling Communication  
 (3) Simple Communication (4) Advertising
50. What is the full form of ICOMOS ?  
 (1) International Council on Monument's and Sites  
 (2) Indian Commission of Monuments and Sites  
 (3) Indian Committee on Monuments and Sites  
 (4) International Committee of Monuments and Sites
51. Which of the following pairs is not correctly matched :  
 (1) Mehrangarh Fort – Jodhpur (2) Junagarh Fort – Jhansi  
 (3) Red Fort – Delhi (4) Amber Fort – Jaipur
52. Name the first cosmonaut who became the first human to journey into outer space on 12<sup>th</sup> April 1961 ?  
 (1) Neil Armstrong (2) Yuri Gagarin  
 (3) Scott Kelly (4) Chris Hadfield
53. Who is known as the father of modern marketing ?  
 (1) Abraham Maslow (2) Lester Wunderman  
 (3) Philip Kotler (4) Peter Drucker
54. When was Incredible India campaign started off as a marketing campaign by the ministry of tourism ?  
 (1) 2002 (2) 2006 (3) 2007 (4) 2008
55. Jaipur is also known as :  
 (1) Diamond City (2) Pearl City (3) Pink City (4) Sun City
56. Which project was launched by ministry of tourism in Paryatan Parv which was held across the country from the 5<sup>th</sup> to 25<sup>th</sup> October, 2017 ?  
 (1) 'Tourism for Foreigners' (2) 'Adopt a Heritage'  
 (3) 'Skills for Women' (4) 'Bed and Breakfast' system for tourists
57. In which year the rail link was introduced between Liverpool and Manchester ?  
 (1) 1830 (2) 1835 (3) 1840 (4) 1845



58. In which year Mr. Cook conducted the World's first international tour from England to Paris ?  
 (1) 1858                      (2) 1857                      (3) 1856                      (4) 1855
59. A ..... tour means when an agency utilizes the services of another agency at a particular destination.  
 (1) Escorted    (2) Hosted  
 (3) Freedom    (4) Independent
60. In the package tour formulation process which step comes after designing the tour brochure.  
 (1) Marketing of Tour Package                      (2) Develop Reservation System  
 (3) Negotiations with vendors                      (4) Actual Tour Operations
61. In the questionnaire designing process which step comes after Piloting Testing of the questionnaire ?  
 (1) Physical Presentation of the Questionnaire  
 (2) Question Design Criteria  
 (3) Determine the Question Structure  
 (4) Administering the Questionnaire
62. In which type of sampling the sample is selected on the basis of certain demographic characteristics such as age, gender, occupation, education etc.  
 (1) Quota Sampling    (2) Cluster Sampling  
 (3) Judgemental Sampling    (4) Stratified Sampling
63. Scale in which we simply assign numbers and symbols to events in order to label them.  
 (1) Nominal    (2) Ordinal  
 (3) Ratio    (4) Interval
64. .... correlation measures separately the relationship between two variables in such a way that the effects of other related variables are eliminated.  
 (1) Simple    (2) Multiple  
 (3) Partial    (4) Partial Least Square
65. In ..... the total variance may be decomposed into various components corresponding to the sources of the variation.  
 (1) ANOVA                      (2) MANCOVA                      (3) PNOVA                      (4) ZNOVA



66. Which tests are called distribution free tests as they do not require any assumption regarding the shape of the population distribution from where the sample is drawn.
- (1) Parametric tests (2) Non-parametric tests  
(3) Tests of Hypothesis (4) Sampling tests
67. A measure obtained by stating the average annual profit as a percentage of the average investment is called as.
- (1) Accounting Rate of Return (2) Net Present Value  
(3) Internal Rate of Return (4) Payback Period
68. The basic objective of financial management is ?
- (1) maximization of profits  
(2) maximization of shareholder's wealth  
(3) ensuring financial discipline in the organization  
(4) None of the above
69. Which one from the following is the correct definition of Capital Budgeting ?
- (1) The process of selecting short term investment projects  
(2) The process of selecting mid-term investment projects  
(3) The process of selecting long-term investment projects  
(4) The process of evaluating long-term investment projects.
70. What is the purpose of preparing trial balance ?
- (1) To check the gross profit/gross loss (2) To check the net profit/net loss  
(3) To check the financial position (4) To check the accounting accuracy
71. In Akbar's royal kitchen ghee was brought from :
- (1) Rohtak (2) Hissar (3) Panipat (4) Kaithal
72. In pre-modern India, Kurukshetra was known as :
- (1) Baran (2) Thanesar  
(3) Shivenagari (4) Kurukshetra kalan
73. For the construction of Taj Mahal, marble stone was mainly brought from :
- (1) Kishangarh (2) Makrana (3) Kota (4) Jalore
74. Identify the Mughal emperor who banned cow slaughter in his empire :
- (1) Babur (2) Humayun  
(3) Akbar (4) Shah Jahan

P. T. O.







83. Select the proper progression in Plog's Model of Destination Life Cycle :
- (1) Ventures, Near-ventures, Mid-Centric, Near-dependable, Dependable
  - (2) Non-ventures, ventures, Mid-centric, Near-dependable, Dependable
  - (3) Ventures, Near-ventures, Mid-centric, Dependable, Near-dependable
  - (4) Ventures, Near-ventures, Dependable, Mid-centric, Near-dependable
84. In which year the corporate social responsibility act came into force in India ?
- (1) 2012
  - (2) 2013
  - (3) 2014
  - (4) 2015
85. India is known for its Philosophy of Ahimsa (non-violence) in the world. The heritage of Ahimsa beginning from Budha, Lord Mahavira was followed by Samrat Ashoka, emperor Akbar (Sulhkul) and :
- (1) Jawahar Lal Nehru
  - (2) Mahatma Gandhi
  - (3) Sardar Vallabh Bhai Patel
  - (4) Rabindranath Tagore
86. In Benelux countries, demand for tourism and recreation is high; but this does place pressures on the environments of these small, densely populated countries. Identity of Benelux countries from the options given below :
- (1) Nepal, Bhutan and Sri Lanka
  - (2) Japan, North Korea and South Korea
  - (3) Sweden, Philippines and Vietnam
  - (4) Belgium, Netherlands and Luxembourg
87. For visiting Nepal and Bhutan, which kind of document is issued instead of the passport ?
- (1) Visa Passport
  - (2) Birth certificate
  - (3) PAN card
  - (4) Bonafide certificate
88. .... in planning refers to the need to design and organization's goal in such a way that organizational goals and individual goals
- (1) Goal prioritization
  - (2) Goal setting
  - (3) Goal congruence
  - (4) Goal achievement
89. The first attempt at developing a new Marketing Mix for the hospitality industry was undertaken by :
- (1) Philips T Kotler
  - (2) Leo. M. Renaghan
  - (3) Peter Drucker
  - (4) Michael Porter
90. An Allocentric traveller seeks ..... destination while a Psycho-centric traveller seeks ..... destination,
- (1) familiar, lifestyle
  - (2) old, tried & tested
  - (3) new, unfamiliar
  - (4) new, familiar



91. Which country's airlines is named as "Garuda" ?  
 (1) Kampuchea (2) Myanmar (3) Thailand (4) Indonesia
92. London city is situated on the river :  
 (1) Rhine (2) Seine (3) Thames (4) Ebro
93. Amaan and Ayaan Ali Bangash are two young exponents of which musical instrument ?  
 (1) Sitar (2) Tabla (3) Sarod (4) Shehnai
94. UNWHO headquarter is situated in ?  
 (1) Geneva (2) The Hague (3) Madrid (4) Paris
95. Which document like modern passport was to be obtained by the foreign merchants in the medieval India ?  
 (1) Nishan (2) Farman (3) Dastak (4) Manshur
96. Who had built Shalimar Bagh in Kashmir ?  
 (1) Jahangir (2) Akbar  
 (3) Shahjahan (4) Aurangzeb
97. Which Chinese Pilgrim came to India during Harsha's time ?  
 (1) Ma-tung (2) Huen-Tsang  
 (3) Fa-Hein (4) I-Ching
98. The largest island in the world is :  
 (1) Malagary (2) Greenland  
 (3) Papua New Guinea (4) Sumatra
99. The largest lake in India is :  
 (1) Dallake (2) Wullar lake  
 (3) Naini lake (4) Chilka lake
100. Salar Jung Museum is situated in :  
 (1) Hyderabad (2) Ahmadabad  
 (3) Aurangabad (4) Dhanbad