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C

M.Phil./Ph.D./URS-EE-2019

SET-Y

SUBJECT : Tourism Management

Sr. No. ....10043.....

Time : 1½ 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)

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10. Expedia and Travelocity are the names of :
- (1) Airline Companies (2) Group of Hotels  
(3) Internet Travel Agent (4) Travel Magazines
11. Given below are two statements - one is labelled as Assertion (A) and the other is labelled as Reason (R) :
- Assertion (A) : Lines of latitude get smaller as they get further north because the distance around earth decreases.  
Reason (R) : Lines of latitude run north-south around the planet. In the light of the above two statements choose the correct option :
- (1) Both (A) and (R) are true and (R) is the correct explanation of (A)  
(2) Both (A) and (R) are true and (R) is not correct explanation of (A).  
(3) (A) is true, but (R) is false  
(4) (A) is false, but (R) is true
12. The method of breaking an air journey into stand-alone pricing units was introduced in the year
- (1) 1999 (2) 2000 (3) 2001 (4) 2002
13. 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
14. In which year the corporate social responsibility act came into force in India ?
- (1) 2012 (2) 2013 (3) 2014 (4) 2015
15. 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
16. 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

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17. 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
18. .... 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
19. 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
20. 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
21. Which country's airlines is named as "Garuda" ?  
 (1) Kampuchea (2) Myanmar (3) Thailand (4) Indonesia
22. London city is situated on the river :  
 (1) Rhine (2) Seine (3) Thames (4) Ebro
23. Amaan and Ayaan Ali Bangash are two young exponents of which musical instrument ?  
 (1) Sitar (2) Tabla (3) Sarod (4) Shehnai
24. UNWHO headquarter is situated in ?  
 (1) Geneva (2) The Hague (3) Madrid (4) Paris
25. 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
26. Who had built Shalimar Bagh in Kashmir ?  
 (1) Jahangir (2) Akbar (3) Shahjahan (4) Aurangzeb

27. Which Chinese Pilgrim came to India during Harsha's time ?  
 (1) Ma-tung (2) Huen-Tsang (3) Fa-Hein (4) I-Ching
28. The largest island in the world is :  
 (1) Malagary (2) Greenland  
 (3) Papua New Guinea (4) Sumatra
29. The largest lake in India is :  
 (1) Dallake (2) Wullar lake (3) Naini lake (4) Chilka lake
30. Salar Jung Museum is situated in :  
 (1) Hyderabad (2) Ahmadabad (3) Aurangabad (4) Dhanbad
31. Tourism Finance Corporation of India (TFCI) was incorporated in which of the following year ?  
 (1) 1995 (2) 1993 (3) 1991 (4) 1989
32. 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
33. 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
34. 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
35. Current assets minus current liabilities are known as ?  
 (1) Net Working capital (2) Net Current Assets  
 (3) Net Current Liabilities (4) Gross Assets
36. 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

37. 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
38. 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
39. 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
40. 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
41. 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
42. 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
43. Who is known as the father of modern marketing ?
- (1) Abraham Maslow (2) Lester Wunderman  
(3) Philip Kotler (4) Peter Drucker
44. When was Incredible India campaign started off as a marketing campaign by the ministry of tourism ?
- (1) 2002 (2) 2006 (3) 2007 (4) 2008.
45. Jaipur is also known as :
- (1) Diamond City (2) Pearl City (3) Pink City (4) Sun City

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46. Which project was launched by ministry of tourism in Paryatan Parv which was held across the country from the 5th 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
47. In which year the rail link was introduced between Liverpool and Manchester ?
- (1) 1830 (2) 1835 (3) 1840 (4) 1845
48. In which year Mr. Cook conducted the World's first international tour from England to Paris ?
- (1) 1858 (2) 1857 (3) 1856 (4) 1855
49. A ..... tour means when an agency utilizes the services of another agency at a particular destination.
- (1) Escorted (2) Hosted  
 (3) Freedom (4) Independent
50. 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
51. 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
52. 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
53. Which one amongst the following is the behavioural basis of segmentation :
- (1) Roles and status (2) Personality  
 (3) Learning (4) Purchase occasion'

54. 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
55. 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
56. 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)
57. 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



58. 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
59. 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)
60. 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
61. 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
62. Tender Pricing is which type of pricing strategies ?
- (1) Cost Oriented                      (2) Market Oriented  
 (3) Product Oriented                      (4) Industry Competition Oriented
63. 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
64. 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

65. 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
66. Yellow fever vaccination certificate is valid for how many years ?
- (1) 7 Years (2) 8 Years (3) 9 Years (4) 10 Years
67. 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
68. 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
69. 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
70. 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
71. 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
72. 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

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73. Scale in which we simply assign numbers and symbols to events in order to label them.  
(1) Nominal (2) Ordinal  
(3) Ratio (4) Interval
74. .... 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
75. 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
76. 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
77. 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
78. 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
79. 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.
80. 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

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81. Jasper National Park is located in :  
 (1) Alaska (2) Canada (3) England (4) Portugal
82. 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
83. Historical site Badal Mahal Darwaza is located in the following state :  
 (1) Rajasthan (2) Madhya Pradesh (3) Gujarat (4) Uttarakhand
84. The famous Ravana Waterfalls are located in :  
 (1) India (2) Sri Lanka (3) Greece (4) Bangladesh
85. The city of 'Turin' one of the major tourist destinations is located in :  
 (1) England (2) Italy (3) Canada (4) Moscow
86. The Andaman and Nicobar Islands comprise :  
 (1) 575 islands (2) 572 islands (3) 571 islands (4) 562 islands
87. 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
88. 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
89. 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
90. 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
91. The written record of a hotel guests' account is known as :  
 (1) Flow chart (2) Folio (3) Flyer (4) General Account

92. 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
93. 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
94. Parambikulam Tiger Reserve is situated in :  
 (1) Kerala (2) Karnataka  
 (3) Puducherry (4) Tamil Nadu
95. 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
96. 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
97. 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
98. 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
99. The India Tourism Development Corporation (ITDC) was established in :  
 (1) 1954 (2) 1962 (3) 1966 (4) 1986
100. 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