Total No. of Printed Pages: 13

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

SUBJECT: Tourism Management

SET-Y

		Sr. No10049
Time: 1¼ Hours Roll No. (in figures)	Max. Marks : 100 (in words)	Total Questions : 100
Name	Father's Name	
Mother's Name	Date of Examination	3
(Signature of the Candidate)	· ·	Signature of the Invigilator)

CANDIDATES MUST READ THE FOLLOWING INFORMATION/INSTRUCTIONS BEFORE STARTING THE QUESTION PAPER.

- 1. All questions are compulsory.
- 2. The candidates *must return* the question booklet as well as OMR Answer-Sheet to the Invigilator concerned before leaving the Examination Hall, failing which a case of use of unfairmeans / mis-behaviour will be registered against him / her, in addition to lodging of an FIR with the police. Further the answer-sheet of such a candidate will not be evaluated.
- 3. Keeping in view the transparency of the examination system, carbonless OMR Sheet is provided to the candidate so that a copy of OMR Sheet may be kept by the candidate.
- 4. Question Booklet along with answer key of all the A, B, C & D code will be got uploaded on the University website after the conduct of Entrance Examination. In case there is any discrepancy in the Question Booklet/Answer Key, the same may be brought to the notice of the Controller of Examination in writing/through E.Mail within 24 hours of uploading the same on the University Website. Thereafter, no complaint in any case, will be considered.
- 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.
- 7. Use only Black or Blue Ball Point Pen of good quality in the OMR Answer-Sheet.
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MPH/PHD/URS-EE-2019/(Tourism Mgt.)(SET-XMA)

1.	Which country's air (1) Kampuchea	lines is named as "G (2) Myanmar	aruda" ? (3) Thailand	(4) Indonesia
2.	London city is situated (1) Rhine	ted on the river: (2) Seine	(3) Thames	(4) Ebro
3.	Amaan and Ayaa instrument? (1) Sitar	n Ali Bangash ar (2) Tabla	two young exp (3) Sarod	onents of which musical (4) Shehnai
4.	UNWHO headquar (1) Geneva	ter is situated in ? (2) The Hague	(3) Madrid	(4) Paris
5.	Which document lithe medieval India (1) Nishan		was to be obtained (3) Dastak	by the foreign merchants in (4) Manshur
6.		imar Bagh in Kashn (2) Akbar		(4) Aurangzeb
7.	Which Chinese Pil	grim came to India of (2) Huen-Tsang	luring Harsha's time (3) Fa-Hein	? (4) I-Ching
8.	The largest island i (1) Malagary (3) Papua New Gu		(2) Greenland(4) Sumatra	
9.	The largest lake in (1) Dallake	India is : (2) Wullar lake	(3) Naini lake	(4) Chilka lake
10.	Salar Jung Museum (1) Hyderabad	n iș situated in : (2) Ahmadabad	(3) Aurangabad	(4) Dhanbad
11.	Jasper National Par (1) Alaska	rk is located in: (2) Canada	(3) England	(4) Portugal
12.				ral heritage includes some of
	(1) Baruasagar	(2) Datia	(3) Churu	(4) Sonagir
MPH	PHD/URS-EE-2019	9/(Tourism Manag	ement)(SET-Y)/(A)	P. T. O.

		· .		
13.	Historical site Bada (1) Rajasthan	l Mahal Darwaza is lo (2) Madhya Pradesl		ing state : (4) Uttarakhand
14.	The famous Ravana (1) India	Waterfalls are locate (2) Sri Lanka	ed in : (3) Greece	(4) Bangladesh
15.	The city of 'Turin' of (1) England	one of the major touri (2) Italy	st destinations is loc (3) Canada	ated in: (4) Moscow
16.	The Andaman and (1) 575 islands	Nicobar Islands comp (2) 572 islands		(4) 562 islands
17.	The services or good (1) Facilitating Pro (3) Augmented Pro			e are called :
18,	About which country undesire to see". (1) China	try did Mark Twain d inder the sun with an (2) Sri Lanka	imperishable interes	ous world of splendour and st, the one land that all men
19.	Suppose, Air India	a flight leaves Delhi tok at 0600 hrs on 16 ninutes		
20.	The official web a (1) www.itdc.org (3) www.theashol	ddress of India Touri	sm Development Co (2) www.tourism (4) www.itdc.nic	.gov.in
21.	Assertion (A): I distance around earned (R): Line above two statemed (1): Both (A) and (2): Both (A) and (3): (A) is false, but (4): (A) is false, but	incipal (R): Lines of latitude get arth decreases. Les of latitude run not ents choose the correct (R) are true and (R) in true (R) is false true (R) is true	smaller as they go orth-south around the ct option: s the correct explant is not correct explan	nation of (A)
лрн/	PHD/IIRS-EE-201	9/(Tourism Manag		The late of the same of the same of

22.	The method of be the year	oreaking an air journey	into stand-alone p	ricing units was introduced i	n
	(1) 1999	(2). 2000	(3) 2001	(4) 2002	
23.	 Ventures, N Non-venture Ventures, N 	r progression in Plog's ear-ventures, Mid-Cen es, ventures, Mid-centr ear-ventures, Mid-cent ear-ventures, Dependa	tric, Near-dependal ic, Near-dependable ric, Dependable, N	ole, Dependable e, Dependable ear-dependable	
24.	In which year th (1) 2012	e corporate social resp (2) 2013	onsibility act came (3) 2014	into force in India? (4) 2015	
25.	of Ahimsa begi emperor Akbar (1) Jawahar La	inning from Budha, Lo (Sulhkul) and :			
26.	pressures on the Benelux country (1) Nepal, Bhu	e environments of thes ies from the options giv tan and Sri lanka	se small, densely poven below: (2) Japan, North	n is high; but this does place opulated countries. Identity of Korea and South Korea etherlands and Luxembourg	
27.	For visiting Nonemassport? (1) Visa Passport (3) PAN card		(2) Birth certific (4) Bonafide ce		ie
28.	way that organi	zational goals and indi	vidual goals	organization's goal in such	a
	(1) Goal priori(3) Goal congr		(2) Goal setting(4) Goal achiev		
29.				as	
	(1) Philips T K(3) Peter Druck		(2) Leo. M. Re(4) Michael Po	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
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30.	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
31.	
32.	A variety of factors influence consumer's purchase decisions. External influences among others include
33.	Which one amongst the following is the behavioural basis of segmentation: (1) Roles and status (2) Personality (3) Learning (4) Purchase occasion'
34.	Demand-oriented pricing approaches use of value as a basis of setting prices.
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35.	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
36.	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)

37. 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
- 38. 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
- 39. 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)
- 40. 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

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P. T. O.

41.	In Aldred			· · · · · · · · · · · · · · · · · · ·
41.	In Akbar's royal kitchen g (1) Rohtak (2)		t from : (3) Panipat	(4) Kaithal
42.	In pre-modern India, Kur (1) Baran (3) Shivenagari		own as: (2) Thanesar (4) Kurukshetra ka	lan
43.	For the construction of T (1) Kishangarh (2)		e stone was mainly l (3) Kota	prought from: (4) Jalore
44.	Identify the Mughal emp (1) Babur (3) Akbar	peror who banned	l cow slaughter in h (2) Humayun (4) Shah Jahan	s empire :
45.	Arrange the following ru (a) Ashoka (b) Balban (c) Muhammad-bin Tug (d) Sher Shah Suri Options: (1) (a); (b); (c); (d) (3) (b); (a); (c); (d))
46.	(1) Akbar (3) Shah Jahan		ot eat meat for nine (2) Humayun (4) Bahadur Shab	months in a year:
47.	Who was the Mughal abstinence from eating (1) Akbar (2)	emperor who pr meat?) Jahangir	referred to eat laziz	a or Khichri in his days of
48.	Which one of the follow (1) Potatoes (2)	wing items was r) Tomatoes	(5) Tobacco	(4) Aurangzeb uguese to India?
49.	Till the seventeenth cer (1) Keema (minced me (3) Tomatoes & potato	cat)	was stuffed with: (2) Potatoes (4) Peas	(4) Paan (betel)

(4) Peas

Expedia and Travelocity are the names of: (1) Airline Companies (2) Group of Hotels (3) Internet Travel Agent (4) Travel Magazines
The written record of a hotel guests' account is known as: (1) Flow chart (2) Folio (3) Flyer (4) General Account
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
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
Parambikulam Tiger Reserve is situated in : (1) Kerala (2) Karnataka (3) Puducherry (4) Tamil Nadu
 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
 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
 7. 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
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 PH/PHD/IJPS-FF-2019/(Tourism Management)(SET-Y)/(A) P. T. C.

59.	The India Tourism Development Corpora (1) 1954 (2) 1962	tion (ITDC) was establi (3) 1966 (4)	shed in : 1986
60.	Heritage Palace on wheels, a luxury train (1) Rajputana Palaces on wheels (3) Princely state palaces on wheels	in India, was earlier kno (2) Palace on wheels (4) Rajasthan palaces o	
61.	 Mehrangarh Fort – Jodhpur Red Fort – Delhi 	(2) Junagarh Fort – Jh (4) Amber Fort –Jaipur	
62.	12 th April 1961 ? (1) Neil Armstrong	he first human to journe (2) Yuri Gagarin (4) Chris Hadfield	ey into outer space on
63.		arketing ? (2) Lester Wunderman (4) Peter Drucker	
64.	ministry of tourism?		ing campaign by the 2008
65.	Jaipur is also known as: (1) Diamond City (2) Pearl City	(3) Pink City (4)	Sun City
66.	across the country from the 5th to 25 th O ₀ (1) 'Tourism for Foreigners' (3) 'Skills for Women'	ctober, 2017 ? (2) 'Adopt a Heritage' (4) 'Bed and Breakfast'	system for tourists
67.	In which year the rail link was introduced (1) 1830 (2) 1835	(3) 1840 (4)) 1845
68.	In which year Mr. Cook conducted the Versity ? (1) 1858 (2) 1857		al tour from England to 1855
	2010//	ant)(SFT-V)/(A)	

	particular destination. (1) Escorted (3) Freedom	(2) Hosted (4) Independent
		ss which step comes after designing the tour
	(1) Marketing of Tour Package(3) Negotiations with vendors	(2) Develop Reservation System(4) Actual Tour Operations
71.	is known as.	iently identified with a particular package tour
	(1) Fixed Cost (2) Variable Cost	(3) Direct Cost (4) Indirect Cost
72.	Tender Pricing is which type of pricing s	strategies?
	(1) Cost Oriented	(2) Market Oriented
	(3) Product Oriented	(4) Industryl Competition Oriented
73.	A programmed or electronic inline bagg in the air terminal is knows as? (1) Collecting Area (3) Checked In Area	gage screening systems which are widely used (2) Screening Area (4) Arrival Area
74.	operators and combines them with air-tview to suit the tastes of a specific touris (1) Retail Travel Agency	(2) Domestic Travel Agency
	(3) Wholesale Travel Agency	(4) International Travel Agency
75.	maximum and minimum stay limitation who use to fly during weekends or v following:	are. It does not attract much restriction but the as. These fares are designed for the travellers vacations. Identify the type of fare from the (3) Apex Fare (4) Excursion Fare
76.	Yellow fever vaccination certificate is va	alid for how many years?
	(1) 7 Years (2) 8 Years	(3) 9 Years (4) 10 Years
înte (=	DUD/UDS EE 2010//Tourism Manager	nent)(SET-V)/(A)

83. Scale in which we simply assign numbers and symbols to events in order to label them.

(2) Ordinal

(3) Ratio

(4) Interval

...... 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

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P. T. O.

		wated value of outflows is
93.	Difference between discounted value of known as:	of inflows and discounted value of outflows is
	(1) Net present value	(2) Net lease
	(3) Net working capital	(4) Net float
	• •	
94.	A specific discount rate that makes the r	net present Value
	(1) Accounting Rate of Return	(Z) Net 1 legent
	(3) Internal Rate of Return	(4) Payback Period
95.	Current assets minus current liabilities a	re known as?
	(1) Net Working capital	(2) Net Current Assets
	(3) Net Current Liabilities	(4) Gross Assets
96.	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
97.	The one of the oldest in bus are widely available and inexpensive.	iness, holds that consumers prefer products that
	(1) Production concept	(2) Product concept
	(3) Selling concept	(4) Marketing concept
98.	A set of marketing tool that the firm target market is called as?	uses to pursue its marketing objectives in the
	(1) Marketing Mix	(2) Promotion Mix
	(3) Product Mix	(4) All of Above
99.	Paid form of non-personal presentation identified sponsor is known as?	and promotion of idea, goods or services by an
	(1) Interpersonal Communication	(2) Selling Communication
	(3) Simple Communication	(4) Advertising
100.	What is the full form of ICOMO\$?	In and Sites
	(1) International Council on Monument	s and Sites
	(2) Indian Commission of Monuments a(3) Indian Committee on Monuments at	nd Sites
	(4) International Committee of Monume	ents and Sites
	(4) International Committee of French	

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MPH/PHD/URS-EE-2019/(Tourism Management)(SET-Y)/(B)

B

P. T. O.

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12.	statement and balance sheet affect cas	changes in financial statements such as income sh and cash equivalents. The statement is divided ng activities, investing activities, and frnancing own as:
	 Fund flow statement Assets flow statement 	(2) Cash flow statement(4) Stock flow statement
13.	Difference between discounted value known as:	e of inflows and discounted value of outflows is
	(1) Net present value	(2) Net lease
	(3) Net working capital	(4) Net float
14.	A specific discount rate that makes the	e net present value zero is known as ?
	(1) Accounting Rate of Return	(2) Net Present Value
	(3) Internal Rate of Return	(4) Payback Period
15.	Current assets minus current liabilities	ag ara ka ayar ag 2
	(1) Net Working capital	
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	(1) Production concept	(2) Product concept
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MPI	H/PHD/URS-EE-2019/(Tourism Mana	agement)(SET-Y)/(B)

20.	What is the full form of ICOMOS? (1) International Council on Monument (2) Indian Commission of Monuments at (3) Indian Committee on Monuments at (4) International Committee of Monument	and Sites and Sites
21.	The cost which are incurred and convertisk known as. (1) Fixed Cost (2) Variable Cost	niently identified with a particular package tour (3) Direct Cost (4) Indirect Cost
	Tender Pricing is which type of pricing (1) Cost Oriented (3) Product Oriented	(2) Market Oriented(4) Industryl Competition Oriented
23.	A programmed or electronic inline bag in the air terminal is knows as ? (1) Collecting Area (3) Checked In Area	gage screening systems which are widely used (2) Screening Area (4) Arrival Area
24.	An organization/a company which assert operators and combines them with air-view to suit the tastes of a specific touri (1) Retail Travel Agency (3) Wholesale Travel Agency	mbles land arrangements from destination travel -travel/transportation to form a package with a st segment (2) Domestic Travel Agency (4) International Travel Agency
25.	maximum and minimum stay limitation	fare. It does not attract much restriction but the ons. These fares are designed for the travellers vacations. Identify the type of fare from the (3) Apex Fare (4) Excursion Fare
26.	Yellow fever vaccination certificate is	valid for how many years?
	(1) 7 Years (2) 8 Years	(3) 9 Years (4) 10 Years
27.	 Variables which are responsible for t a research investigations. In most cases (1) Moderating Variables 	the chance variation that are often observed in they are limited to a peculiar group? (2) Intervening Variables
	(3) Extraneous Variables	(4) Research Variables
MPH	H/PHD/URS-EE-2019/(Tourism Manag	ement)(SET-Y)/(B) P. T. C

28.	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
29.	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
30.	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
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32.	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
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	5			
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39.	The India Tourism Development Corporation (ITDC) was established in: (1) 1954 (2) 1962 (3) 1966 (4) 1986			
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41.	The intangible nature of services results in more of an emphasis on			
42.	(3) Search qualities A variety of factors influence consumer's purchase decisions. External influences among others include			
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	В
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	(d) Many companies are now developing 'crowd sourcing' that involves application of open source principles to fields outside software.
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47.	Given below are two statements, one is labelled as Assertion (A) and the other as Reason (R):
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	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
	(3) (A) is true but (R) is take

- (4) (A) is false but (R) is true
- The Global Distribution System (GDS) is a computer reservation and information 48. 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
- Select the incorrect statements from options given below: 49.
 - (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)

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50. 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
51.	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
52.	g and
	the year (1) 1999 (2) 2000 (3) 2001 (4) 2002
53.	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
54.	In which year the corporate social responsibility act came into force in India?
	(1) 2012 (2) 2013 (3) 2014 (4) 2015
55.	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
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56.	pressures on the environments of these single Benelux countries from the options given (1) Nepal, Bhutan and Sri lanka (3) Sweden, Philippines and Vietnam	(2) Japan, North Korea and South Rosea (4) Belgium, Netherlands and Luxembourg
57.	passport? (1) Visa Passport (3) PAN card	kind of document is issued instead of the (2) Birth certificate (4) Bonafide certificate
58.	way that organizational goals and individual (1) Goal prioritization (3) Goal congruence	ed to design and organization's goal in such a dual goals (2) Goal setting (4) Goal achievement
59	undertaken by: (1) Philips T Kotler (3) Peter Drucker	Marketing Mix for the hospitality industry was (2) Leo. M. Renaghan (4) Michael Porter
6	60. An Allocentric traveller seeks destination,(1) familiar, lifestyle(3) new, unfamiliar	 destination while a Psycho-centric travelle(2) old, tried & tested(4) new, familiar
•	61. In Akbar's royal kitchen ghee was brou (1) Rohtak (2) Hissar	ight from: (3) Panipat (4) Kaithal
	62. In pre-modern India, Kurukshetra was(1) Baran(3) Shivenagari	known as: (2) Thanesar (4) Kurukshetra kalan
	63. For the construction of Taj Mahal, ma (1) Kishangarh (2) Makrana	rble stone was mainly brought from: (3) Kota (4) Jalore
	64. Identify the Mughal emperor who bar(1) Babur(3) Akbar	nned cow slaughter in his empire: (2) Humayun (4) Shah Jahan
,	- spu/PHD/URS-EE-2019/(Tourism Mana	gement)(SET-Y)/(B)

	 65. Arrange the following rulers of India in Chronological sequence: (a) Ashoka (b) Balban (c) Muhammad-bin Tughlaq (d) Sher Shah Suri 						
		Options: (1) (a); (b); (c); (d) (3) (b); (a); (c); (d)			(a); (c); (d); (b) (d); (a); (b); (c)		
	66.	Identify the Mughal empt(1) Akbar (3) Shah Jahan	peror who did no	(2)	meat for nine m Humayun Bahadur Shah Is		
,	67.	Who was the Mughal cabstinence from eating ratio (1) Akbar (2)			ed to eat laziza Shah Jahan	or Khichri in his of (4) Aurangzeb	days of
(68.	Which one of the follow		ot br			
	69.	Till the seventeenth cent (1) Keema (minced mea (3) Tomatoes & potatoe	at)	(2)	tuffed with: Potatoes Peas		
7	70.	Expedia and Travelocity (1) Airline Companies (3) Internet Travel Agen		(2)	Group of Hotels Travel Magazin		
• 7	71.	Which of the following (1) Mehrangarh Fort – J (3) Red Fort – Delhi		(2)	matched: Junagarh Fort – Amber Fort –Ja		
. 7	72.	 Name the first cosmonaut who became the first human to journey into outer space 12th April 1961? (1) Neil Armstrong (2) Yuri Gagarin (3) Scott Kelly (4) Chris Hadfield 					
	73.	Who is known as the fat (1) Abraham Maslow (3) Philip Kotler		(2) (4)	Lester Wundern Peter Drucker	nan	
MI	PH/F	PHD/URS-EE-2019/(Tot	urism Managen	ient)(SET-Y)/(B)	7	P. T. O.

74	When was Incredible India campaign started off as a marketing campaign by the ministry of tourism?						
	(1) 2002	(2) 2006	(3) 2007	(4) 2008			
75.	(1) Diamond City	n as : (2) Pearl City	(3) Pink City	(4) Sun City			
76.	Which project was launched by ministry of tourism in Paryatan Parv which was held across the country from the 5th to 25 th October, 2017? (1) 'Tourism for Foreigners' (2) 'Adopt a Heritage' (3) 'Skills for Women' (4) 'Bed and Breakfast' system for tourists						
77.	In which year the ra	ail link was introduce (2) 1835	ed between Liverpool (3) 1840	and Manchester ? (4) 1845			
78.	In which year Mr. (Paris?	Cook conducted the		ional tour from England to			
	(1) 1858	(2) 1857	(3) 1856	(4) 1855			
79.	A tour particular destination	means when an ager on.	ncy utilizes the service	ces of another agency at a			
	(1) Escorted (3) Freedom		(2) Hosted (4) Independent				
80.	In the package tou brochure.	r formulation proces	ss which step come	s after designing the tour			
	 Marketing of To Negotiations wi 	our Package	(2) Develop Reserv (4) Actual Tour Op	vation System			
81.	Which country's airl	ines is named as "Ga (2) Myanmar	aruda" ? (3) Thailand				
82.	London city is situat (1) Rhine	ed on the river: (2) Seine	(3) Thomas	(4) Indonesia			
83.	Amaan and Ayaan instrument?	Ali Bangash are	two young expo	(4) Ebro onents of which musical			
	(1) Sitar	(2) Tabla	(3) Sarad				
IPH/I	PH/PHD/URS-EE-2019/(Tourism Management)(SET-Y)/(B) (4) Shehnai						
	7) (B)						

84.	UNWHO headquart			(4) Davis		
	(1) Geneva	(2) The Hague	(3) Madrid	(4) Paris		
85.	Which document li the medieval India	ke modern passport ?	was to be obtained b	y the foreign merchants in		
	(1) Nishan	(2) Farman	(3) Dastak	(4) Manshur		
86.	Who had built Shal (1) Jahangir	imar Bagh in Kashm (2) Akbar	ir ? (3) Shahjahan	(4) Aurangzeb		
87.	Which Chinese Pil	grim came to India d (2) Huen-Tsang	uring Harsha's time? (3) Fa-Hein	(4) I-Ching		
88.	The largest island i (1) Malagary (3) Papua New Gu		(2) Greenland(4) Sumatra			
89.	The largest lake in (1) Dallake	India is : (2) Wullar lake	(3) Naini lake	(4) Chilka lake		
90.	Salar Jung Museur (1) Hyderabad	(2) Ahmadabad	(3) Aurangabad			
91.	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				
92.	characteristics such as age, gender, occupation, education etc. (1) Quota Sampling (2) Cluster Sampling (3) Judgemental Sampling (4) Stratified Sampling					
93.	amply assign numbers and symbols to events in order to label them.					

94.	such a way that the effects of other related variables are eliminated.				
	(1) Simple	(2) Multiple			
	(3) Partial	(4) Partial Least Square			
95.	In the total variance ma	y be decomposed into various components tion.			
	(1) ANOVA (2) MANCOVA	TOTA			
96.	regarding the shape of the population dis	tests as they do not require any assumption stribution from where the sample is drawn.			
	(1) Parametric tests	(2) Non-parametric tests			
	(3) Tests of Hypothesis	(4) Sampling tests			
97.	investment is called as.	age annual profit as a percentage of the average			
	(1) Accounting Rate of Return	(2) Net Present Value			
	(3) Internal Rate of Return	(4) Payback Period			
98.	The basic objective of financial manage (1) maximization of profits	ment is ?			
	(2) maximization of shareholder's weal	th			
	(3) ensuring financial discipline in the				
	(4) None of the above	· · · · ·			
99	Which one from the fall and a second				
00.	Which one from the following is the con	rect definition of Capital Budgeting?			
	(1) The process of selecting short term	investment projects			
	(2) The process of selecting mid-term i	nvestment projects			
	(3) The process of selecting long-term investment projects(4) The process of evaluating long-term investment projects.				
100.	What is the purpose of preparing trial balance?				
	 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				

Total No. of Printed Pages: 13

SET-Y

(DO NOT OPEN THIS QUESTION BOOKLET BEFORE TIME OR UNTIL YOU ARE ASKED TO DO SO)

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

SUBJECT: Tourism Management

		Sr. No1.0.0.4.0
Time: 11/4 Hours	Max. Marks : 100	Total Questions: 100
Roll No. (in figures)	(in words)	
Name	Father's Name	
Mother's Name		
(Signature of the Candidate)	/	(Signature of the Invigilator)

CANDIDATES MUST READ THE FOLLOWING INFORMATION/INSTRUCTIONS BEFORE STARTING THE QUESTION PAPER.

- 1. All questions are compulsory.
- 2. The candidates must return the question booklet as well as OMR Answer-Sheet to the Invigilator concerned before leaving the Examination Hall, failing which a case of use of unfairmeans / mis-behaviour will be registered against him / her, in addition to lodging of an FIR with the police. Further the answer-sheet of such a candidate will not be evaluated.
- 3. Keeping in view the transparency of the examination system, carbonless OMR Sheet is provided to the candidate so that a copy of OMR Sheet may be kept by the candidate.
- 4. Question Booklet along with answer key of all the A, B, C & D code will be got uploaded on the University website after the conduct of Entrance Examination. In case there is any discrepancy in the Question Booklet/Answer Key, the same may be brought to the notice of the Controller of Examination in writing/through E.Mail within 24 hours of uploading the same on the University Website. Thereafter, no complaint in any case, will be considered.
- 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.
- 7. Use only Black or Blue Ball Point Pen of good quality in the OMR Answer-Sheet.
- 8. Before answering the questions, the candidates should ensure that they have been supplied correct and complete booklet. Complaints, if any, regarding misprinting etc. will not be entertained 30 and complete 2. minutes after starting of the examination.

 MPH/PHD/URS-EE-2019/(Tourism Mgt.)(SET-Y)/(C)

1.	In Akbar's royal kit (1) Rohtak	chen ghee was broug (2) Hissar	ght from: (3) Panipat	(4) Kaithal	
2.	In pre-modern India (1) Baran (3) Shivenagari	a, Kurukshetra was l	known as: (2) Thanesa (4) Kuruksl	ar	,
3.	For the construction (1) Kishangarh	n of Taj Mahal, mar (2) Makrana	ble stone was i	mainly brought from: (4) Jalore	
4.	Identify the Mugha (1) Babur (3) Akbar	l emperor who bann	ed cow slaugh (2) Humay (4) Shah Ja	un	
5.	Arrange the follow (a) Ashoka (b) Balban (c) Muhammad-bi (d) Sher Shah Suri Options: (1) (a); (b); (c); (d) (3) (b); (a); (c); (d)	i ()	(2) (a); (c); (4) (d); (a)	; (d); (b)	
6.		, i		or nine months in a year:	
7.	Who was the Mu abstinence from ea (1) Akbar	ghal emperor who pating meat? (2) Jahangir	oreferred to ea	at laziza or Khichri in his o	days o
8.	Which one of the to (1) Potatoes	following items was (2) Tomatoes	not brought by	y Portuguese to India?	
9.	Till the seventeent (1) Keema (mince (3) Tomatoes & p		(2) Potatoo (4) Peas		

10. Expedia and Travelocity are the names of:

	,	(1) Airline Co(3) Internet Tr		(2) Group of (4) Travel Ma		
	 11. Given below are two statements - one is labelled as Assertion (A) and the labelled as Reason (R): Assertion (A): Lines of latitude get smaller as they get further north becardistance around earth decreases. Reason (R): Lines of latitude run north-south around the planet. In the light 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 			get further north because I the planet. In the light of the anation of (A)	e the	
	12.	The method of the year	f breaking an air jour		pricing units was introduce	ed in
		(1) 1999	(2) 2000	(3) 2001	(4) 2002	
	13.	 Ventures, Non-ventu Ventures, 	per progression in Plog Near-ventures, Mid-C ures, ventures, Mid-ce Near-ventures, Mid-c Near-ventures, Depen	Centric, Near-depend ntric, Near-dependa entric, Dependable,	able, Dependable ole, Dependable Near-dependable	
	14.	In which year (1) 2012	the corporate social re (2) 2013	esponsibility act cam (3) 2014	e into force in India? (4) 2015	-/
	15.	of Ahimsa beg emperor Akbar (1) Jawahar La	ginning from Budha, r (Sulhkul) and:	f Ahimsa (non-viole Lord Mahavira wa (2) Mahatma ((4) Rabindran		tage oka,
	16.	pressures on th		ese small, densely	on is high; but this does populated countries. Identity	
		(1) Nepal, Bhu	utan and Sri lanka	(2) Japan, Nor	th Korea and South Korea	
	1	(3) Sweden, P	hilippines and Vietna	m (4) Belgium, 1	Netherlands and Luxembour	g
V	[PH/]	PHD/URS-EE-	2019/(Tourism Mana	ngement)(SET-Y)/(C)	

17.	For visiting Nepal a passport?	nd Bhutan, which	kind of document	is issued instead of the	
	(1) Visa Passport		(2) Birth certificate		
	(3) PAN card		(4) Bonafide certific	eate	
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 prioritizatio	n	(2) Goal setting		
	(3) Goal congruence		(4) Goal achievement	nt	
19.	The first attempt at developing a new Marketing Mix for the hospitality industry was undertaken by:				
	(1) Philips T Kotler	<u>v</u>	(2) Leo. M. Renagh	an	
. 41	(3) Peter Drucker		(4) Michael Porter	ng sagar ng tinang ng mga 1800. Mga ng mga n	
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 airli (1) Kampuchea	nes is named as "Ga (2) Myanmar	aruda" ? (3) Thailand	(4) Indonesia	
22.	London city is situate	ed on the river: (2) Seine	(3) Thames	(4) Ebro	
23.	Amaan and Ayaan instrument?	\$ 1. \$ 1. \$ 1. \$ 1. \$ 1. \$ 1. \$ 1. \$ 1.		nents of which musical (4) Shehnai	
24.	(1)	(2) The Hague	(3) Madrid	(4) Paris	
25.	the medieval India?	e modern passport (2) Farman	was to be obtained b (3) Dastak	y the foreign merchants in (4) Manshur	
26.	Who had built Shalir (1) Jahangir	nar Bagh in Kashm (2) Akbar	ir ? (3) Shahjahan	(4) Aurangzeb	

27.	Which Chinese Pilgrim came to India duri (1) Ma-tung (2) Huen-Tsang (ing Harsha's time? (3) Fa-Hein	(4) I-Ching
28.	The largest island in the world is: (1) Malagary	(2) Greenland (4) Sumatra	
29.	The largest lake in India is:	(3) Naini lake	(4) Chilka lake
30.	(1) II-1-1 1 (2)	(3) Aurangabad	(4) Dhanbad
31.	following year?	(TFCI) was incor	porated in which of the
32.	statement and balance sheet affect cash ar into three segments namely operating a activities. This type of statement is known (1) Fund flow statement	nd cash equivalents. ctivities, investing	atements such as income The statement is divided activities, and frnancing nent
33.		inflows and discour 2) Net lease 4) Net float	nted value of outflows is
34.	(1) Accounting Rate of Return (2	present value zero i 2) Net Present Valu 4) Payback Period	
35.	(1) Net Working capital (2	known as ? 2) Net Current Asso 4) Gross Assets	ets
36.	known as. (1) Trading Account (2) Balance Sheet (4)	2) Profit & Loss Ac 4) Trial Balance	
MPH/I	PHD/URS-EE-2019/(Tourism Managemen	пг/(SE1-Y/(С),	

37.	The one of the oldest in bus are widely available and inexpensive. (1) Production concept (3) Selling concept	iness, holds that consumers prefer products that(2) Product concept(4) Marketing concept	
38.	A set of marketing tool that the firm target market is called as? (1) Marketing Mix (3) Product Mix	uses to pursue its marketing objectives in the (2) Promotion Mix (4) All of Above	
39.	Paid form of non-personal presentation identified sponsor is known as? (1) Interpersonal Communication (3) Simple Communication	and promotion of idea, goods or services by an(2) Selling Communication(4) Advertising	
40.	What is the full form of ICOMO\$? (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 (1) Mehrangarh Fort – Jodhpur (3) Red Fort – Delhi	ectly matched: (2) Junagarh Fort – Jhansi (4) Amber Fort –Jaipur	
42.	Name the first cosmonaut who became 12 th April 1961? (1) Neil Armstrong (3) Scott Kelly	the first human to journey into outer space on (2) Yuri Gagarin (4) Chris Hadfield	
43.	(1) Abraham Maslow	narketing? (2) Lester Wunderman (4) Peter Drucker	
44.	When was Incredible India campaign ministry of tourism? (1) 2002 (2) 2006	started off as a marketing campaign by the (3) 2007 (4) 2008	
45	Jaipur is also known as: (1) Diamond City (2) Pearl City (I/PHD/URS-EE-2019/(Tourism Manager	(3) Pink City (4) Sun City nent)(SET-Y)/(C) P. T. O.	
VIPE	1/PHD/UKS-EE-2017/(10urisiii managei		

46.	Which project was launched by ministry of tourism in Paryatan Parv which was held across the country from the 5th to 25 th 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
	(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'
MPH/	PHD/URS-EE-2019/(Tourism Management)(SET-Y)/(C)

- 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

P. T. O.

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)
00	(b) (c), (d) (l) (u), (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) Industryl Competition Oriented
63.	A programmed or electronic inline baggage screening systems which are widely used in the air terminal is knows 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

		9
	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
à	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
		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
,		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
	N	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
N	1PH/I	PHD/URS-EE-2019/(Tourism Management)(SET-Y)/(C)
	•	

73.	Scale in which we simply assign number	rs and symbols to events in order to label them.
	(1) Nominal	(2) Ordinal
	(3) Ratio	(4) Interval
74.	correlation measures separation such a way that the effects of other relation (1) Simple (3) Partial	ately the relationship between two variables in ed variables are eliminated. (2) Multiple (4) Partial Least Square
75.		y be decomposed into various components
•	corresponding to the sources of the variation (1) ANOVA (2) MANCOVA	
76.		e tests as they do not require any assumption stribution 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 averainvestment is called as. (1) Accounting Rate of Return (3) Internal Rate of Return	age annual profit as a percentage of the average (2) Net Present Value (4) Payback Period
78.	The basic objective of financial manage (1) maximization of profits (2) maximization of shareholder's wealt (3) ensuring financial discipline in the (4) None of the above	th
79.		investment projects nvestment projects nvestment projects
80.	(1) To check the gross profit/gross loss(3) To check the financial position	(2) To check the net profit/net loss(4) To check the accounting accuracy
MPH/	PHD/URS-EE-2019/(Tourism Manager	nent)(SET-Y)/(C)

81.	Jasper National Par (1) Alaska			
		(2) Canada	(3) England	(4) Portugal
82.	Which of the follow Bundelkhand, impro the places of tourist	acciva for the	errect: aphy and rich cultura	al heritage includes some of
	(1) Baruasagar	(2) Datia	(3) Churu	(4) Sonagir
83.	Historical site Bada (1) Rajasthan	l Mahal Darwaza is (2) Madhya Prade	located in the follow sh (3) Gujarat	
84.	The famous Ravana (1) India			(4) Bangladesh
85.	The city of 'Turin' of (1) England	one of the major tour (2) Italy	ist destinations is loc (3) Canada	cated in : (4) Moscow
86.	The Andaman and 1 (1) 575 islands	Nicobar Islands com (2) 572 islands	prise : (3) 571 islands	(4) 562 islands
87.	The services or goo (1) Facilitating Pro (3) Augmented Pro	ducts	ucts for a guest to use (2) Supporting Pro (4) Core Products	
88.				ous world of splendour and t, the one land that all men (4) Singapore
89.	and reaches Bangko (1) 3 hrs and 40 min (3) 3 hrs and 20 min	ok at 0600 hrs on 16t nutes nutes	h August 2019. Calci (2) 4 hrs and 40 mi (4) 4 hrs and 20 mi	nutes
90.	The official web add (1) www.itdc.org (3) www.theashokg	* -	m Development Corp (2) www.tourism.g (4) www.itdc.nic.ir	ov.in
91.	The written record of (1) Flow chart	of a hotel guests' acco	ount is known as: (3) Flyer	(4) General Account
MPH/	PHD/URS-EE-2019/	(Tourism Manager	ment)(SET-Y)/(C)	P. T. O.

92	 Which of the following pairs is not co Bismillah Khan – Shehnai Amjad Ali Khan – Sarod 	orrectly matched ? (2) Hariprasad Chaurasia - Flute (4) Birju Maharaj — Bharatnatyam
93	Which of the following is not the Word(1) Qutub Minar(3) Red Fort	rld Heritage site in Delhi ? (2) India Gate (4) Humayun's Tomb
94.	Parambikulam Tiger Reserve is situate (1) Kerala (3) Puducherry	ed in : (2) Karnataka (4) Tamil Nadu
95.	Where are the one-homed rhinocerose (1) Corbett National Park (3) Kaziranga Wild Life Sanctuary	s housed in India ? (2) Bharatpur Sanctuary (4) Bandipur National Park
96.	What is the full form of IUCN? (1) International Union for Conservation (2) Indian Unit for Conservation of No. (3) International United Conservation (4) Indian Union for Conservation of No.	ature of Nature
97.	Which of the following museums is not (1) National Museum (2) National Handicrafts and Handloom (3) RBI Monetary Museum (4) Air Force Museum	
98.	The title of Mahatma Gandhi's autobiog (1) The Indian Struggle (3) Tryst with Destiny	graphy is: (2) The Story of my Experiment with Truth (4) Towards the Freedom
	The India Tourism Development Corpo (1) 1954 (2) 1962	oration (ITDC) was established in: (3) 1966 (4) 1986
(Heritage Palace on wheels, a luxury train (1) Rajputana Palaces on wheels 3) Princely state palaces on wheels HD/URS-EE-2019/(Tourism Manage)	(2) Palace on wheels(4) Rajasthan palaces on wheels

Total No. of Printed Pages: 13

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

SET-Y

10011

SUBJECT: Tourism Management

	•			Sr. N	lo
Time: 1¼ Hours Roll No. (in figures)_			x. Marks : 100 vords)		Total Questions : 100
Name			Father's Name		
Mother's Name			Date of Examination		
(Signature of the	Candidate)	-		(Signatu	ure of the Invigilator)

CANDIDATES MUST READ THE FOLLOWING INFORMATION/INSTRUCTIONS BEFORE STARTING THE QUESTION PAPER.

- 1. All questions are compulsory.
- 2. The candidates must return the question booklet as well as OMR Answer-Sheet to the Invigilator concerned before leaving the Examination Hall, failing which a case of use of unfairmeans / mis-behaviour will be registered against him / her, in addition to lodging of an FIR with the police. Further the answer-sheet of such a candidate will not be evaluated.
- 3. Keeping in view the transparency of the examination system, carbonless OMR Sheet is provided to the candidate so that a copy of OMR Sheet may be kept by the candidate.
- 4. Question Booklet along with answer key of all the A, B, C & D code will be got uploaded on the University website after the conduct of Entrance Examination. In case there is any discrepancy in the Question Booklet/Answer Key, the same may be brought to the notice of the Controller of Examination in writing/through E.Mail within 24 hours of uploading the same on the University Website. Thereafter, no complaint in any case, will be considered.
- 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.
- 7. Use only Black or Blue Ball Point Pen of good quality in the OMR Answer-Sheet.
- 8. Before answering the questions, the candidates should ensure that they have been supplied correct and complete booklet. Complaints, if any, regarding misprinting etc. will not be entertained 30 minutes after starting of the examination.

MPH/PHD/URS-EE-2019/(Tourism Mgt.)(SETLY)/(D) 3,11.19

1.	The cost which are incurred and conveniently is known as.(1) Fixed Cost (2) Variable Cost (3)	
2.	(1) Cost Oriented (2)	egies ? Market Oriented Industryl Competition Oriented
3.	in the air terminal is knows as? (1) Collecting Area (2)	Screening Systems which are widely used Screening Area Arrival Area
4.	operators and combines them with air-trave view to suit the tastes of a specific tourist seg (1) Retail Travel Agency (2)	el/transportation to form a package with a
5.	maximum and minimum stay limitations. It who use to fly during weekends or vacate following:	These fares are designed for the travellers
6.	3. Yellow fever vaccination certificate is valid	for how many years?
	(1) 7 Years (2) 8 Years (3)) 9 Years (4) 10 Years
7.	a research investigations. In most cases they (1) Moderating Variables (2)	chance variation that are often observed in y are limited to a peculiar group? 2) Intervening Variables 3) Research Variables
8.	investigation in most cases? (1) Simple Research Design (2) Complex Research Design (4)	In its approach and involves a qualitative 2) Exploratory Research Design 4) Flexible Research Design P. T. O.
(DIT	TOUD/IIRS-FF-2019/(Tourism Managemen	nt)(SET-Y)/(D)

, _1 - 9.	For the application of a Chi-Square test	, the expected freque	ency in each cell should be.
	(1) At least 2 (2) Zero	(3) At least10	(4) At least 5
10.	If there were a perfect positive correlation (1) 0.328 (2) +1		interval/ratio variables, the (4) -1
14	Carlo		
. Ita	The written record of a hotel guests' accord (1) Flow chart		
	(3) Flyer	(2) Folio (4) General Accou	ınt
12.	Which of the following pairs is not com	•	
	(1) Bismillah Khan – Shehnai	(2) Hariprasad Ch	
	(3) Amjad Ali Khan – Sarod	(4) Birju Maharaj	– Bharathatyam
13.	Which of the following is not the Worl	d Heritage site in Del	lhi?
	(1) Qutub Minar	(2) India Gate	
	(3) Red Fort	(4) Humayun's To	omb
14.	Parambikulam Tiger Reserve is situate	d in:	
	(1) Kerala	(2) Karnataka	
	(3) Puducherry	(4) Tamil Nadu	
15.	Where are the one-homed rhinoceroses	housed in India?	
, 0.	(1) Corbett National Park	(2) Bharatpur Sar	nctuary
	(3) Kaziranga Wild Life Sanctuary	(4) Bandipur Nat	ional Park
16	What is the full form of IUCN?		
16.	(1) International Union for Conservati	on of Nature	
	(2) Indian Unit for Conservation of Na	ature .	
	(3) International United Conservation	of Nature	
	(4) Indian Union for Conservation of I	Vature	
47	Which of the following museums is no	t located in Delhi?	
17.	(1) National Museum		
	National Handicrafts and Handloom	ms Museum	. Le ma e
	DRI Monetary Museum		
	. Force Museum		
MDU	(4) Air Force 1744 PHD/URS-EE-2019/(Tourism Manage	ement)(SET-Y)/(D)	
IAIL IN			

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
22.	A variety of factors influence consumer's purchase decisions. External influences among others include
23.	(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	name and business practices is known as:
	(1) Joint venture (2) Licensing (3) Franchising (4) Strategic alliance P. T. O.
MPI	H/PHD/URS-EE-2019/(Tourism Management)(SET-Y)/(D)

- **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
- The Global Distribution System (GDS) is a computer reservation and information 28. 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
- Select the incorrect statements from options given below: 29.
 - (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:
- (2) (a), (b), (c)
- (3) (c), (b), (d)
- (4) (a), (d)

(1) (a), (c) MPH/PHD/URS-EE-2019/(Tourism Management)(SET-Y)/(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 (1) Alaska	is located in : (2) Canada	(3) England	(4) Portugal	
32.	Which of the follow Bundelkhand, impre the places of tourist (1) Baruasagar	ssive for its topogra	rect: phy and rich cultural (3) Churu	heritage includes some of (4) Sonagir	
33.	Historical site Bada (1) Rajasthan	l Mahal Darwaza is l (2) Madhya Prades		ng state : (4) Uttarakhand	
34.	The famous Ravana (1) India	Waterfalls are locate (2) Sri Lanka	ed in: (3) Greece	(4) Bangladesh	
35.	The city of 'Turin' of (1) England	one of the major touri (2) Italy	ist destinations is loc (3) Canada	ated in: (4) Moscow	
36.	The Andaman and 1 (1) 575 islands	Nicobar Islands comp (2) 572 islands	prise: (3) 571 islands	(4) 562 islands	
37.	The services or good (1) Facilitating Pro (3) Augmented Pro	ducts	(2) Supporting Pro (4) Core Products	ducts	
38.	About which count rags, the country undesire to see".	nder the sun with an	imperisnable interes	ous world of splendour and at, the one land that all men	
39.	and reaches Bangke (1) 3 hrs and 40 m (3) 3 hrs and 20 m	ok at 0600 hrs on 16 inutes inutes	(2) 4 hrs and 40 n (4) 4 hrs and 20 n	ninutes	
MPF	I/PHD/URS-EE-2019)/(Tourism Manage	ement)(SET-Y)/(D)	P. T. O	

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.	following year?	a (TFCI) was incorporated in which of the			
	(1) 1995 (2) 1993	(3) 1991 (4) 1989			
42.	into three segments namely operating activities. This type of statement is know (1) Fund flow statement	anges in financial statements such as income and cash equivalents. The statement is divided activities, investing activities, and frnancing on as: (2) Cash flow statement			
	(3) Assets flow statement	(4) Stock flow statement			
43.	Difference between discounted value o known as:	f inflows and discounted value of outflows is			
	(1) Net present value(3) Net working capital	(2) Net lease(4) Net float			
44.	A specific discount rate that makes the n (1) Accounting Rate of Return (3) Internal Rate of Return	et present value zero is known as ? (2) Net Present Value (4) Payback Period			
45.	Current assets minus current liabilities a	re known as ?			
	(1) Net Working capital(3) Net Current Liabilities	(2) Net Current Assets(4) Gross Assets			
46.	A financial statement showing a firm' known as.	s assets and liabilities as on specific date is			
	(1) Trading Account(3) Balance Sheet	(2) Profit & Loss Account(4) Trial Balance			
47.	The one of the oldest in bus are widely available and inexpensive.	iness, holds that consumers prefer products that			
	(1) Production concept(3) Selling concept	(2) Product concept(4) Marketing concept			
48.	A set of marketing tool that the firm target market is called as? (1) Marketing Mix (3) Product Mix	uses to pursue its marketing objectives in the (2) Promotion Mix (4) All of Above			
	TUDS FE-2019/(Tourism Manager	nent)(SET-Y)/(D)			

40	D. L. C.	7
49.	Paid form of non-personal presentation identified sponsor is known as?	and promotion of idea, goods or services by an
•	 Interpersonal Communication Simple Communication 	(2) Selling Communication
		(4) Advertising
50.	What is the full form of ICOMO\$? (1) International Council on Monument (2) Indian Commission of Monuments (3) Indian Committee on Monuments (4) International Committee of Monum	and Sites
51.	Which of the following pairs is not corr	rectly matched
	(1) Mehrangarh Fort – Jodhpur	
	(3) Red Fort – Delhi	(2) Junagarh Fort – Jhansi
		(4) Amber Fort –Jaipur
52.	Name the first cosmonaut who became 12 th April 1961?	e the first human to journey into outer space on
	(1) Neil Armstrong	(2) Yuri Gagarin
	(3) Scott Kelly	(4) Chris Hadfield
53.	Who is known as the father of modern	
	(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
	(1) 2002 (2) 2006	(3) 2007 (4) 2008
55.	Jaipur is also known as:	
00.	(1) Diamond City (2) Pearl City	(3) Pink City (4) Sun City
56.	Which project was launched by minis across the country from the 5th to 25 th	try of tourism in Paryatan Parv which was held October, 2017?
	(1) 'Tourism for Foreigners'	(2) 'Adopt a Heritage'
	(3) 'Skills for Women'	(4) 'Bed and Breakfast' system for tourists
	In which year the rail link was introduc	ed between Livernool and Manchester 2
57.	(2) 1025	
	(1) 1830 (2) 1835	(3) 1840 (4) 1845
ATTAKE .	Days and DE 2010//Tourism Manage	ement)(SET-V)/(D) P. T. O.

58.	In which ween N	An Caalaaa 1	1.1 XX 111- C.	-t intermetion	al tour from En	gland to
50.	Paris?	Ir. Cook conducte	d the World's III	st internation	ar tour from 2.	8
	(1) 1858	(2) 1857	(3) 1856	(4	1) 1855	
59.	A t particular destin	our means when a	an agency utilize	s the services	s of another ago	ency at a
	(1) Escorted(3) Freedom		(2) Host (4) Inde			
60.	In the package brochure.	e tour formulation	process which	step comes	after designing	the tour
		of Tour Package		elop Reserva ual Tour Oper		
61.	In the question questionnaire	nnaire designing p	process which sto	ep comes afte	er Piloting Test	ing of the
*.	(2) Question	Presentation of the Design Criteria ethe Question Str	W 2 . 1			
		ering the Question		i kan geregi t		
62	. In which type	e of sampling the s such as age, geno	sample is selecteder, occupation, o	ed on the baseducation etc.	is of certain de	mographic
	(1) Quota Sa (3) Judgemen	mpling	(2) Cl	uster Samplin ratified Samp	g	
63	Scale in which (1) Nominal (3) Ratio	h we simply assig	n numbers and sy (2) Or (4) In	rdinal	ents in order to	label them.
64	such a way the (1) Simple (3) Partial	correlation measurement the effects of o	other related variation (2) N	e relationship ables are elim Iultiple artial Least S	inated.	variables in
6	5. Incorrespondir	the total varing to the sources of (2) MAN	ICOVA (3) P	NOVA	(4) ZNOVA	
	(1) ANOVA		Managament	SET VIVE	NA LANGE	La Printer Control
9.	H/PHD/URS-E	E-2019/(Tourism	i Management)	SE1-1)/(D)		
MP	, m					

60	6. Which tests are called distrib	on free tests as they do not require any	
	(1) Parametric (1) Parametric (1)	on free tests as they do not require any on distribution from where the sample is (2) Non-parametric tests	/ assumption
	(3) Tests of Hypothesis	(2) Non parameters the sample is	drawn.
	7 -10019	(4) a	
67	A measure obtained by	(4) Sampling tests	,
	investment is called as	(4) Sampling tests average annual profit as a percentage of	F +la
	(1) Accounting Rate of Return (3) Internal Rate of Return	1 sat as a percentage of	the average
:	(3) Internal Rate of Return	(2) Net Present Value	
68.		(4) Payback Period	
	ousic objective of financial	lagement is 2	
	101 01 01 010116		
	(2) maximization of shareholder's w	vealth	
	(3) Ensuring financial discipline in t	he organization	
	(4) None of the above	organization	
69.	Which one from the following is the	correct definition of Capital Budgeting	
	(1) The process of selecting short te	rm investment projects	?
	(2) The process of selecting mid-ter	m investment projects	
	(3) The process of selecting long-ten	m investment projects	
	(4) The process of evaluating long-t	erm investment projects.	
70.			
70.	What is the purpose of preparing tria		
	(1). To check the gross profit/gross le	OSS (2) To check the net profit/net loss	1 - 7:50 • 1
	(3) To check the financial position	(4) 10 check the accounting accura	icy
71.	In Akbar's royal kitchen ghee was bro	ought from :	
	(1). Rohtak (2) Hissar	(3) Panipat (4) Kaithal	
	(1), 120,000		
72.	In pre-modern India, Kurukshetra wa	s known as:	
	(1) Baran	(2) Thanesar	
	(3) Shivenagari	(4) Kurukshetra kalan	
× ,	For the construction of Taj Mahal, ma	arble stone was mainly brought from:	
73.	(0) 1 (0)(401)(1)	(3) Kota (4) Jalore	11.
	(1) Kishangarh (2) Makrana		
7.4	Identify the Mughal emperor who ban	ned cow slaughter in his empire:	
74.		(2) Humayun	
	(1) Babur	(4) Shah Jahan	
	(3) Akbar		~ m 0
M'm	2010/(Tourism Manag	gement)(SET-Y)/(D)	P. T. O.

75.	Arrange the followi (a) Ashoka (b) Balban	ng rulers of India in	Chronological sequ	ience:		
	(c) Muhammad-bir (d) Sher Shah Suri Options: (1) (a); (b); (c); (d) (3) (b); (a); (c); (d)		(2) (a); (c); (d); ((4) (d); (a); (b); (
76.	Identify the Mugha (1) Akbar	l emperor who did n (2) Humayun	ot eat meat for nine (3) Shah Jahan	months in a year: (4) Bahadur Shah Ist		
77.	Who was the Mug abstinence from ea (1) Akbar	ghal emperor who p ting meat ? (2) Jahangir	referred to eat laziz	za or Khichri in his days of (4) Aurangzeb		
78.	Which one of the f (1) Potatoes	ollowing items was r (2) Tomatoes		iguese to India? (4) Paan (betel)		
79.	Till the seventeent (1) Keema (mince (3) Tomatoes & p.		was stuffed with: (2) Potatoes (4) Peas			
80.	Expedia and Trave (1) Airline Compa (3) Internet Trave		of: (2) Group of Hot (4) Travel Magaz			
81.	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					
82.	the year	(2) 2000	(3) 2001	icing units was introduced in (4) 2002		
MPH	/PHD/URS-EE-201	9/(Tourism Manage	ement)(SET-Y)/(D)			

83.	Select the proper progression in Di
	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-dependable, Dependable
	(2) Non-ventures, Mid-Centric, Near-dependable, Dependable (3) Ventures, Near-ventures, Mid-centric, Near-dependable, Dependable (4) Ventures, Near-ventures, Mid-centric, Dependable, Near-dependable
	(3) Ventures, Ventures, Mid-centric, Near-dependable
	(5) Ventures, Near-ventures, Near-ve
	(3) Ventures, Near-ventures, Mid-centric, Near-dependable, Dependable (4) Ventures, Near-ventures, Dependable, Near-dependable (5) Ventures, Near-ventures, Mid-centric, Dependable, Near-dependable
	F statione, wild-centric, Near-dependable
84.	In which year the corporate social responsibility act came into force in India? (1) 2012 (2) 2013
	(1) 2012 (2) 2013 (2) 2013
	(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 Pudho Land Male
	Think HUIII DIIIIIN I Ord Manayira was followed by Commet A. 1. 1.
	1 " Thour (Bullikul) allu.
	(1) Jawahar Lal Nehru (2) Mahatma Gandhi
	(3) Sardar Vallabh Bhai Patel (4) Rabindranath Tagore
	(4) Rabilidiani 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
	(3) Sweden, Finisppines and Vietnam (4) Beigium, Nemeriands and Edxemboding
87.	For visiting Nepal and Bhutan, which kind of document is issued instead of the
67.	passport?
	(1) Visu i dospert
	(3) PAN card (4) Bonafide certificate
	in planning refers to the need to design and organization's goal in such a
88.	in planning felets to the need to design and organizations got as a seals and individual goals
	way that organizational goals and individual goals (2) Goal setting
	(2) Goal congruence (4) Goal achievement
	The first attempt at developing a new Marketing Mix for the hospitality industry was
89.	The first attempt at developing a new ivial reting with for the hospitality
	undertaken by: (2) Leo. M. Renaghan
	m Tr - flor
	(1) Philips T Kotter (2) Prince Prince (4) Michael Porter
	(3) Peter Drucker destination while a Psycho-centric traveller
00	11 tric travellel score
90.	An Allocentife travellar destination, seeks
	seeks destination, (2) old, tried & tested
	(1) familiar, lifestyle (2) ola, and (2) ola, and (3) ola, and (4) new, familiar
	(3) new, unfamiliar P. T. O.
МРП	(3) new, unfamilian P. T. O. PHD/URS-EE-2019/(Tourism Management)(SET-Y)/(D)
AVAL II	

91.	Which country's air (1) Kampuchea		"Garuda" ? (3) Thailand	(4) Indonesia
92.	London city is situate (1) Rhine	ated on the river: (2) Seine	(3) Thames	(4) Ebro
93.	Amaan and Ayaa instrument?	nn Ali Bangash	are two young exp	ponents of which music
	(1) Sitar	(2) Tabla	(3) Sarod	(4) Shehnai
94.	UNWHO headquai	ter is situated in ?		
	(1) Geneva	(2) The Hague	(3) Madrid	(4) Paris
95.	Which document lithe medieval India	ke modern passpor?	rt was to be obtained l	by the foreign merchants in
	(1) Nishan	(2) Farman	(3) Dastak	(4) Manshur
96.	Who had built Shal (1) Jahangir	imar Bagh in Kash		
	(3) Shahjahan		(2) Akbar(4) Aurangzeb	
97.	Which Chinese Pilg	grim 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 Gui	nea	(4) Sumatra	
99.	The largest lake in I	ndia is :		
	(1) Dallake		(2) Wullar lake	
	(3) Naini lake		(4) Chilka lake	
100.	Salar Jung Museum	is situated in:		
	(1) Hyderabad		(2) Ahmadabad	A Transport
	(3) Aurangabad	ang 1999 da salahan salah Badaya da salahan sa	(4) Dhanbad	
4.0	OTTD/IDS EE 2010/	(Tourism Manage	ment)(SET-V)(D)	

Answer Key of M.Phil/Ph.D 2019 Tourism Gateway							
Sr. No.	Set A	Set B	Set C				
1	4 -	2 -	2	3			
2	3	3 -	2	4			
3	3	2 -	2	2			
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13	2,	1-		4			
14	2,	3 -	1	2			
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