

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

A

SET-Y

M.Phil./Ph.D./URS-EE-2020

SUBJECT : Tourism Management

10021

Sr. No.

Time : 1¼ Hours

Max. Marks : 100

Total Questions : 100

Roll No. (in figures) _____ (in words) _____

Name _____ Father's Name _____

Mother's Name _____ Date of Examination _____

(Signature of the Candidate)

(Signature of the Invigilator)

**CANDIDATES MUST READ THE FOLLOWING INFORMATION/INSTRUCTIONS BEFORE
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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 unfair-means / 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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A

1

1. Who is known as the father of Travel Agency business ?
(1) Thomas Cook (2) Lee and Muirhead
(3) Jeena & Co. (4) Cox and Kings
2. International Organization which is responsible for environmental sustainability and promotes tourism as a driver of economic growth is classified as :
(1) United Nations Industrial Commission
(2) United Nations Environment Programme
(3) World Tourism Organization
(4) OPEC
3. An affinity group is the one whose members have :
(1) Common resources (2) Common culture
(3) Common interest (4) Uncommon resources but will to succeed
4. Which one of the following is the largest island in the world ?
(1) Madagascar (2) Great Britain (3) Greenland (4) New Guinea
5. The headquarters of the UNWTO are located in :
(1) Madrid (Spain) (2) Barcelona (Spain)
(3) Chicago (USA) (4) Brussels (Belgium)
6. Which of the following pairs are **correctly** matched ?
(1) Kuchipudi - Madhya Pradesh (2) Kathakali - Kerala
(3) Bharatnatyam - Andhra Pradesh (4) Kathak - Tamil Nadu
7. Which author has not been involved in the development of typologies of tourism ?
(1) Erik Cohen (2) Stanley Plog (3) Brian Archer (4) Valene Smith
8. Plog's (1991) tourist typology includes :
(1) Psychocentric, Midcentric, Allocentric
(2) Psychocentric, Psychographic, Allocentric
(3) Near-allocentric, Midcentric, Psychedelic
(4) Allocentric, Psychocentric, Psychedelic
9. Arrange the following organizations in sequence according to the date of establishment.
(1) ITDC, IATO, TAAI (2) IATO, ITDC, TAAI
(3) TAAI, ITDC, IATO (4) ITDC, TAAI, IATO
10. This type of tourism involves the idea of risk and traveling to remote and exotics areas.
(1) Religious Tourism (2) Adventure Tourism
(3) Dark Tourism (4) Extreme Tourism
11. UFTAA divides the world into how many regions ?
(1) 7 (2) 8 (3) 11 (4) 12

12. Where is the Mausoleum of Emperor Akbar ?
 (1) Sikandra (2) Lahore (3) Delhi (4) Fatehpur Sikri
13. Established in 1932, this airline was later acquired by the Indian government in the year 1948. What was the original name of the airline ?
 (1) Air India (2) Tata Airlines (3) Indian Airlines (4) Ryan Air
14. Green house effect refers to :
 (1) Ability of atmosphere to retain water vapor
 (2) Ability of certain atmospheric gases to trap heat and keep the planet relatively warm
 (3) Ability of cloud to scatter electromagnetic radiation
 (4) None of the above
15. Which one of these countries has no coast line ?
 (1) China (2) Spain (3) Hungary (4) Sweden
16. The attitude of copying tourist's behaviour among the local people is called :
 (1) Demanding effect (2) Demonstration effect
 (3) Demoralizing effect (4) Demarking effect
17. The famous Kanha Wildlife Sanctuary is located in the state of :
 (1) Bihar (2) Karnataka (3) Assam (4) Madhya Pradesh
18. Kuchipudi dance originated from :
 (1) Rajasthan (2) Andhra Pradesh (3) Karnataka (4) Tamil Nadu
19. Match the items in **List-I** with those in the **List-II** and choose the **correct** answer using the codes given below :

List-I

- A. Munnar
 B. Mt. Abu
 C. Patnitop
 D. Darjeeling

List-II

- (i) West Bengal
 (ii) Jammu and Kashmir
 (iii) Rajasthan
 (iv) Kerala

Code :

- | | A | B | C | D |
|-----|-------|-------|-------|-------|
| (1) | (iv) | (ii) | (i) | (iii) |
| (2) | (iv) | (iii) | (ii) | (i) |
| (3) | (iii) | (iv) | (ii) | (i) |
| (4) | (i) | (ii) | (iii) | (iv) |

20. Match List I with List II :

List-I (Airports)		List-II (City)	
(a)	Veer Savarkar International Airport	(i)	Guwahati
(b)	Lokpriya Gopinath Bandoloi International Airport	(ii)	Bengaluru
(c)	Kempegowda International Airport	(iii)	Port Blair
(d)	Rajeev Gandhi International Airport	(iv)	Hyderabad

Code :

	(a)	(b)	(c)	(d)
(1)	(ii)	(iv)	(iii)	(i)
(2)	(ii)	(iv)	(i)	(iii)
(3)	(iii)	(i)	(ii)	(iv)
(4)	(i)	(iii)	(iv)	(ii)

21. Which of the following book was written by Subhash Chandra Bose ?
 (1) Nationalism (2) The Indian Struggle
 (3) The Religion of Man (4) Indian Home Rule
22. Where is the Central Coffee Research Institute established ?
 (1) Munnar (2) Coorg (3) Chikmagalur (4) Arakku
23. From among the following national parks or wildlife sanctuaries, which one was the first to be declared as UNESCO World Heritage Site in 1985 ?
 (1) Sunderbans National Park (2) Manas Wildlife Sanctuary
 (3) Jim Corbett National Park (4) Kaziranga National Park
24. Which is the largest monastery in India ?
 (1) Tawang Monastery (2) Tabo Monastery
 (3) Hemis Monastery (4) Phuktal Monastery
25. Which is the only inhabited living fort in India ?
 (1) Mehrangarh fort, Jodhpur (2) Jaisalmer fort, Jaisalmer
 (3) Chittor fort, Chittorgarh (4) Ranthambore fort, Sawai Madhopur
26. Bandhavgarh National Park is famous for :
 (1) Tigers (2) Asiatic Lions (3) Leopards (4) Elephants
27. In which state is the Hornbill festival celebrated ?
 (1) Uttarakhand (2) Manipur (3) Tripura (4) Nagaland
28. Where is the Lingaraja temple located ?
 (1) Utarkashi, Uttarakhand (2) Varanasi, Uttar Pradesh
 (3) Bhubaneswar, Odisha (4) Dwarka, Gujarat

29. Which one of the folk-dance forms have Assam as their origin ?
 (1) Yakshagana (2) Giddha (3) Tutsa Naga (4) Bagurumba
30. Where is Balban's Tomb located in India ?
 (1) Lahore (2) Mehrauli (3) Tughlaqabad (4) Multan
31. What is the trolley service also known as ?
 (1) French service (2) Silver service
 (3) Gueridon service (4) American service
32. Which kind of heritage hotels were built prior to 1935 but after 1920 covering residences, havelis, hunting lodges, castles or forts and palaces ?
 (1) Heritage grand (2) Heritage classic (3) Boutique (4) Heritage
33. Which term describes a hotel guest who vacates a guest room without paying the bill incurred for room charges and extras ?
 (1) Sleeper (2) Premediator (3) Accidentals (4) Skipper
34. What is the other name for Modified American Plan ?
 (1) Pension Plan (2) Continental Plan
 (3) Demi-Pension Plan (4) European Plan
35. In the airline parlance DBML stand for :
 (1) Double Meal (2) Diplomatic Business Meal
 (3) Deluxe Meal (4) Diabetic Meal
36. A 'Dummy waiter' in a hotel :
 (1) Assists differently abled guest (2) Reviews guest activities
 (3) Provides minor services for guests (4) Provides assistance to servers as side station
37. Name the type of tour where an organizer accompanies the group for arrangements :
 (1) Executive Tour (2) Entertainer Tour
 (3) Escorted Tour (4) Extra-costed Tour
38. Flag Air carrier of Hong Kong :
 (1) Cathay Pacific Airways (2) Qantas Airways
 (3) Garuda (4) Lufthansa
39. A bed cover stuffed with fibres or down for warmth and then sewn together on all four sides is known as :
 (1) Blanket (2) Comforter (3) Coverlet (4) Duvet
40. A menu where the list items are priced and ordered separately is called :
 (1) Table d' hote (2) Prix fixe Menu
 (3) Du Jour Menu (4) A La carte
41. Which cruise ship was grounded off at Tuscan Island (near Italy) on January 16, 2012 ?
 (1) Star Cruise (2) Oasis
 (3) Costa Concordia (4) Elizabeth

42. Transportation of passengers and baggage by air is known as :
 (1) Air lift (2) Parcel Fly (3) Carriage (4) Fly Forward
43. Who developed the Jet Engine ?
 (1) Thomas Webcock (2) Frank Whittle
 (3) Wilbur Wright (4) None of the above
44. The total number of ports in India is :
 (1) 221 (2) 222 (3) 223 (4) 224
45. River Tapti originates from :
 (1) Aravalli range (2) Satpura range
 (3) Deccan Plateau (4) Vindhya range
46. What is the total length of the roads in India ?
 (1) 4 million kilometers (2) 4.8 million kilometers
 (3) 5 million kilometers (4) 5.8 million kilometers
47. Which hill station is *not* served by Toy Train ?
 (1) Darjeeling (2) Coonoor
 (3) Mount Abu (4) Matheran
48. In order to promote River Cruise Tourism in India following circuits on National Waterway - 2 (River Brahmaputra) have been identified :
 (1) Guwahati Circuit
 (2) Tezpur Circuit
 (3) Neamati Circuit
 (4) Kolkata Circuit
 (1) (1), (2) and (3) (2) (1), (2) and (4)
 (3) (2), (3) and (4) (4) (1), (3) and (4)
49. In which year the first scheduled railway service was inaugurated in Europe ?
 (1) 1820 (2) 1825 (3) 1830 (4) 1835
50. Scheduled airlines are defined by offering :
 (1) Rentals of planes for specific purposes
 (2) Air links according to a published schedule
 (3) Only point-to-point services
 (4) Ad-hoc charter services
51. A wholesaler who sells package tour is called :
 (1) Tour Operator (2) Travel Agent
 (3) Travel Agency (4) None of the above
52. An Itinerary is also known as :
 (1) Tour plan (2) Travel facilities
 (3) Tour product (4) Tour services

53. What is point-to-point fare system ?
 (1) The passenger is made to pay extra amount if he stays at a transit airport.
 (2) The passenger is charged extra amount if he is going by a long route.
 (3) The passenger is charged only for the destination, irrespective of the flight route.
 (4) None of these
54. Functions of a travel agency :
 (1) Provision of travel information.
 (2) Liaison with providers of services.
 (3) Preparation of tour itineraries of tourists.
 (4) All of these
55. UNWTO came into existence in :
 (1) 1964 (2) 1974 (3) 1984 (4) 1994
56. The abbreviation of 'FHRAI' stands for :
 (1) The Federation of Hotel and Restaurant Associations of India
 (2) The Federation of Hospitality and Restaurant Associations of India
 (3) The Foundation of Hotels and Restaurants Associations of India
 (4) The Foundation of Hospitality and Restaurant Associations of India
57. The currency of Algeria is :
 (1) Franc (2) Dollar (3) Dinar (4) Suham
58. To establish a Travel Agency we require :
 (1) Approval from the designated authorities
 (2) Qualified staff for airline ticketing
 (3) Proper tie-up with insurance companies
 (4) All of the above
59. A document issued by a travel agency or vendor authorizing transportation or some other travel service to a specified person :
 (1) Amenities voucher (2) Miscellaneous charges order
 (3) Voucher (4) Saver passes
60. MEDX is a visa granted to :
 (1) Medical Student
 (2) Attendants/family members of patients for medical treatment
 (3) Foreign nationals visiting India for medical treatment
 (4) Mountaineers

A

61. The four approaches to knowing answers to research questions, according to Kerlinger, are :
- Method of tenacity
 - Method of Intuition
 - Method of authority
 - Method of science
 - Method of creativity
 - Method of non-functionality
- Options:
- | | |
|---------------------------|---------------------------|
| (1) (b), (d), (e) and (f) | (2) (c), (d), (e) and (f) |
| (3) (b), (c), (d) and (e) | (4) (a), (b), (c) and (d) |
62. Qualitative researchers criticize quantitative research for its tendency towards :
- | | |
|-------------------------------|-------------------------|
| (1) Obsession with creativity | (2) Reductionism |
| (3) Emphasis on evidence | (4) Focus on empiricism |
63. Which of the following features best describe an independent variable in research ?
- It is the cause in the cause-effect relationship.
 - It is the effect in the cause-effect relationship.
 - It is the condition or characteristic which is manipulated in an experimental study.
 - It is the variable which is placed under control.
 - It is a kind of response variable.
- Options :
- | | |
|-----------------|-----------------|
| (1) (a) and (b) | (2) (b) and (c) |
| (3) (a) and (c) | (4) (d) and (e) |
64. The standard deviation of the binomial distribution is :
- | | | | |
|----------|-----------------|-----------|------------------|
| (1) np | (2) \sqrt{np} | (3) npq | (4) \sqrt{npq} |
|----------|-----------------|-----------|------------------|
65. Which of the following is **not** correct about the properties of the correlation coefficient ?
- Depends on the origin
 - Depends on the scale
 - Depends on both origin and scale
 - Is independent with respect to origin
 - Is independent with respect to unit of scale
- Options :
- | | |
|------------------------|------------------------|
| (1) (a), (d), (e) only | (2) (a), (b), (d) only |
| (3) (a), (b), (c) only | (4) (d), (e), (b) only |

66. Arrange the following stages of research in a proper sequence :

- a. Report writing
- b. Budgeting
- c. Data collection
- d. Field work
- e. Research outcomes

Options :

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

67. One way to measure the extent to which a measure is free of random error is to compute its :

- | | |
|-----------------------------|----------------------------|
| (1) Experimenter's bias | (2) Demand characteristics |
| (3) Test-retest reliability | (4) Content validity |

68. There are 'm' number of favorable cases to event 'A' and 'n' are non- favorable cases, both are equally likely and mutually exclusive, the probability of occurring the event A is $P(A)=m/(m+n)$. This formula corresponds to which one of the following approaches to probability ?

- | | |
|--|---|
| (1) Modern approach to probability | (2) Statistical approach to probability |
| (3) Subjective approach to probability | (4) Classical approach to probability |

69. Match the items of **List I** with the items of **List II** and choose the *correct* answer from the code given below :

- | List I | List II |
|----------------|-------------------------------|
| a. X bar chart | i. Number of defects |
| b. P chart | ii. Variation between samples |
| c. C chart | iii. Variation within samples |
| d. R chart | iv. Proportion of defects |

Options :

- (1) (a)-(ii), (b)-(iv), (c)-(i), c-(d)-(iii)
- (2) (a)-(ii), (b)-(iv), (c)-(iii), (d)-(i)
- (3) (a)-(iv), (b)-(ii), (c)-(iii), (d)-(i)
- (4) (a)-(iv), (b)-(ii), (c)-(i), (d)-(iii)

70. Suppose, it is calculated that 'a' is 4 and 'b' is 2 for a particular estimating line with one independent variable. If the independent variable has a value of 5, what value should be expected for the dependent variable' ?

- | | | | |
|--------|--------|--------|-------|
| (1) 11 | (2) 22 | (3) 14 | (4) 6 |
|--------|--------|--------|-------|

71. In which one of the following product life cycle stages a travel and tourism company improves quality of its offerings and add new features and improved styling ?
- (1) Introduction stage (2) Growth stage
(3) Decline stage (4) Maturity stage

72. The following statements relate to social media marketing. Choose the correct code for the statements being correct or incorrect.

Statement I : Social media marketing does not allow users to interact among themselves.

Statement II : Social media marketing helps facilitate the consumer's decision process by encouraging need recognition, information search, alternative evaluation, purchase and post purchase reviews.

- (1) Both the statements I and II are incorrect.
(2) Statement I is correct, but II is incorrect.
(3) Statement II is correct, but I is incorrect.
(4) Both the statements I and II are correct.
73. The following two statements relate to marketing. Choose the **correct** code for the statements being correct or incorrect.

Statement I : Marketing is about satisfying customer needs and wants.

Statement II : Marketing can be performed only by individuals and not by organizations.

- (1) Both the statements I and II are incorrect.
(2) Statement I is correct, but II is incorrect.
(3) Statement II is correct, but I is incorrect.
(4) Both the statements I and II are correct.

74. Match the items of **list I** with the items of **list II** and choose the correct answer from the code given below :

List I		List II	
a.	Demographic	i.	Self-values
b.	Psychographic	ii.	Convenience
c.	Benefits	iii.	Gender
d.	Behavioural	iv.	Loyalty

Options :

- (1) (a)-(ii), (b)-(iv), (c)-(iii), (d)-(i)
(2) (a)-(iii), (b)-(iv), (c)-(ii), (d)-(i)
(3) (a)-(iii), (b)-(ii), (c)-(i), (d)-(iv)
(4) (a)-(iii), (b)-(i), (c)-(ii), (d)-(iv)

75. Two statements are given below one labelled as Assertion (A) and the other labelled as Reason (R) : Read the statements and choose the *correct* answer using the code given below.
- Assertion (A) :** Luxury brands command price premiums and do not have a strong lifestyle component.
- Reason (R) :** Luxury brands do not require any special considerations in how they are sold.
- (1) Both (A) and (R) are incorrect.
 - (2) Both (A) and (R) are correct and (R) is the right explanation of (A).
 - (3) (A) is correct, but (R) is incorrect.
 - (4) Both (A) and (R) are correct and (R) is not the right explanation of (A).
76. Four distinctive service characteristics greatly affect the design of marketing program for services. The appropriate combination is :
- (1) Intangibility, inseparability, variability and touchability
 - (2) Intangibility, inseparability, variability and perishability
 - (3) Intangibility, variability, perishability and touchability
 - (4) Variability, perishability, intangibility and touchability
77. Two friends are on WhatsApp discussing a holiday plan. Immediately, Uber pops up within WhatsApp to help book a ride and provide an estimate. This is known as :
- (1) Contextual digital marketing
 - (2) Direct mail marketing
 - (3) Mail order marketing
 - (4) Telemarketing
78. An airline offering special lounge for waiting is an example of which one of the following differentiations of the service offer ?
- (1) Differentiation through special constituents
 - (2) Differentiation through the experience
 - (3) Differentiation through brand image
 - (4) Differentiation through pricing
79. In marketing, DSA stands for :
- (1) Delivery Staff Agency
 - (2) Direct Supplier Agent
 - (3) Direct Selling Agent
 - (4) Distribution and Supply Agency
80. As per the Carroll Model, the four levels of Corporate Social Responsibility are :
- (1) Physical, economic, social and legal
 - (2) Physical, economic, legal and ethical
 - (3) Philanthropic, economic, legal and ethical
 - (4) Philanthropic, economic, social and ethical
81. The National Action Plan for tourism was announced in which year ?
- (1) 1986
 - (2) 1992
 - (3) 1975
 - (4) 2001

82. Which of the following organization(s) initiated Hotel Energy Solution (HES) ?
 (1) UNWTO (2) UNCTAD (3) UFTAA (4) None
83. Who developed the PASLOP technique of Tourism planning ?
 (1) Baud-Bovy and Lawson (2) Samuel and Lauren
 (3) Harris Peterson and Sheldon (4) Fletcher and Cooper
84. Services demonstrate :
 (1) Low-income elasticity of demand (2) Zero-income elasticity of demand
 (3) High-income elasticity of demand (4) Unit-income elasticity of demand
85. Which of the following could be a cheaper source of finance for a travel company ?
 (1) Equity (2) Debt
 (3) Retained Earnings (4) None of the above
86. Tourism as a subject is a part of :
 (1) Central list (2) State list
 (3) Concurrent list (4) Union list
87. Need Hierarchy theory of motivation was propounded by :
 (1) Abraham Maslow (2) K. Lauren
 (3) F.W. Taylor (4) Henri Fayol
88. Tourism was accorded the status of an industry in which five-year plan of India ?
 (1) Sixth (2) Seventh (3) Eighth (4) Ninth
89. Managerial Grid Leadership was developed by :
 (1) Rensis Likert (2) Henry Fayol
 (3) Paul Hersey (4) Robert Blake and Jane Mouton
90. Name the place which receives maximum rainfall annually
 (1) Dharamshala (Himachal Pradesh) (2) Pondicherry
 (3) Mawsynram (Meghalaya) (4) Cherapunji (Meghalaya)
91. Investment, capacity constraints and Tourist Impacts are examples of :
 (1) Destination Factor (2) Demand Side Factors
 (3) Supply Side Factors (4) Marketing Factors
92. Definition of Pro-poor tourism *include* :
 (1) Distribution of benefits from tourism in favor of poor people.
 (2) Tourism that generates net benefits for the poor community.
 (3) Providing funds to poor tourists.
 (4) (1) & (2) both
93. Methods of demand forecasting *include* :
 (1) Survey methods (2) Opinion polls
 (3) Econometric methods (4) All of the above

94. Consumer Protection Act is significant to :
- (1) Immovable Goods (2) Movable Goods
(3) Particular Goods and Services (4) All Goods and Services
95. International Union of Official Travel Organization (IUOTO) established in 1947 was transformed into an intergovernmental technical body on 2, January 1975, as
- (1) UNDP (2) UNWTO (3) TERN (4) NTA
96. The process of delegation of authority of a hotel manager comprises the following steps :
- I. Assignment of Tasks
II. Creation of Responsibility
III. Granting Authority
IV. Fixing Accountability
- The *correct* sequence of these steps is
- (1) III, II, I, IV (3) I, II, IV, III
(2) I, II, III, IV (4) II, I, III, IV
97. TFCI stands for :
- (1) Tourism Finance Corporation of India
(2) Tourism Fund Corporation of India
(3) Tourism for Community in India
(4) Tourism Federation for Conservation in India
98. The attitude of copying tourist's behaviour among the local people is called as :
- (1) Demanding effect (2) Demonstration effect
(3) Demoralizing effect (4) Demarking effect
99. Which one of the following is the most current liquid asset for a firm ?
- (1) Bills Receivable (2) Inventory
(3) Term Loans (4) Cash
100. The term 'EVA' is used for :
- (1) Economic Value Added (2) Extra Value Added
(3) Expected Volume Arbitrage (4) Engineering Value Accrued

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3. The following two statements relate to marketing. Choose the *correct* code for the statements being correct or incorrect.
Statement I : Marketing is about satisfying customer needs and wants.
Statement II : Marketing can be performed only by individuals and not by organizations.
(1) Both the statements I and II are incorrect.
(2) Statement I is correct, but II is incorrect.
(3) Statement II is correct, but I is incorrect.
(4) Both the statements I and II are correct.
4. Match the items of **list I** with the items of **list II** and choose the correct answer from the code given below :

List I		List II	
a. Demographic	i.	Self-values	
b. Psychographic	ii.	Convenience	
c. Benefits	iii.	Gender	
d. Behavioural	iv.	Loyalty	

Options :

- (1) (a)-(ii), (b)-(iv), (c)-(iii), (d)-(i)
- (2) (a)-(iii), (b)-(iv), (c)-(ii), (d)-(i)
- (3) (a)-(iii), (b)-(ii), (c)-(i), (d)-(iv)
- (4) (a)-(iii), (b)-(i), (c)-(ii), (d)-(iv)

5. Two statements are given below one labelled as Assertion (A) and the other labelled as Reason (R) : Read the statements and choose the *correct* answer using the code given below.
- Assertion (A) :** Luxury brands command price premiums and do not have a strong lifestyle component.
- Reason (R) :** Luxury brands do not require any special considerations in how they are sold.
- (1) Both (A) and (R) are incorrect.
 - (2) Both (A) and (R) are correct and (R) is the right explanation of (A).
 - (3) (A) is correct, but (R) is incorrect.
 - (4) Both (A) and (R) are correct and (R) is not the right explanation of (A).
6. Four distinctive service characteristics greatly affect the design of marketing program for services. The appropriate combination is :
- (1) Intangibility, inseparability, variability and touchability
 - (2) Intangibility, inseparability, variability and perishability
 - (3) Intangibility, variability, perishability and touchability
 - (4) Variability, perishability, intangibility and touchability
7. Two friends are on WhatsApp discussing a holiday plan. Immediately, Uber pops up within WhatsApp to help book a ride and provide an estimate. This is known as :
- (1) Contextual digital marketing
 - (2) Direct mail marketing
 - (3) Mail order marketing
 - (4) Telemarketing
8. An airline offering special lounge for waiting is an example of which one of the following differentiations of the service offer ?
- (1) Differentiation through special constituents
 - (2) Differentiation through the experience
 - (3) Differentiation through brand image
 - (4) Differentiation through pricing
9. In marketing, DSA stands for :
- (1) Delivery Staff Agency
 - (2) Direct Supplier Agent
 - (3) Direct Selling Agent
 - (4) Distribution and Supply Agency
10. As per the Carroll Model, the four levels of Corporate Social Responsibility are :
- (1) Physical, economic, social and legal
 - (2) Physical, economic, legal and ethical
 - (3) Philanthropic, economic, legal and ethical
 - (4) Philanthropic, economic, social and ethical
11. A wholesaler who sells package tour is called :
- (1) Tour Operator
 - (2) Travel Agent
 - (3) Travel Agency
 - (4) None of the above

B

12. An Itinerary is also known as :
- (1) Tour plan (2) Travel facilities
(3) Tour product (4) Tour services
13. What is point-to-point fare system ?
- (1) The passenger is made to pay extra amount if he stays at a transit airport.
(2) The passenger is charged extra amount if he is going by a long route.
(3) The passenger is charged only for the destination, irrespective of the flight route.
(4) None of these
14. Functions of a travel agency :
- (1) Provision of travel information.
(2) Liaison with providers of services.
(3) Preparation of tour itineraries of tourists.
(4) All of these
15. UNWTO came into existence in :
- (1) 1964 (2) 1974 (3) 1984 (4) 1994
16. The abbreviation of 'FHRAI' stands for :
- (1) The Federation of Hotel and Restaurant Associations of India
(2) The Federation of Hospitality and Restaurant Associations of India
(3) The Foundation of Hotels and Restaurants Associations of India
(4) The Foundation of Hospitality and Restaurant Associations of India
17. The currency of Algeria is :
- (1) Franc (2) Dollar (3) Dinar (4) Suham
18. To establish a Travel Agency we require :
- (1) Approval from the designated authorities
(2) Qualified staff for airline ticketing
(3) Proper tie-up with insurance companies
(4) All of the above
19. A document issued by a travel agency or vendor authorizing transportation or some other travel service to a specified person :
- (1) Amenities voucher (2) Miscellaneous charges order
(3) Voucher (4) Saver passes
20. MEDX is a visa granted to :
- (1) Medical Student
(2) Attendants/family members of patients for medical treatment
(3) Foreign nationals visiting India for medical treatment
(4) Mountaineers

21. What is the trolley service also known as ?
(1) French service (2) Silver service
(3) Gueridon service (4) American service
22. Which kind of heritage hotels were built prior to 1935 but after 1920 covering residences, havelis, hunting lodges, castles or forts and palaces ?
(1) Heritage grand (2) Heritage classic (3) Boutique (4) Heritage
23. Which term describes a hotel guest who vacates a guest room without paying the bill incurred for room charges and extras ?
(1) Sleeper (2) Premeditator (3) Accidentals (4) Skipper
24. What is the other name for Modified American Plan ?
(1) Pension Plan (2) Continental Plan
(3) Demi-Pension Plan (4) European Plan
25. In the airline parlance DBML stand for :
(1) Double Meal (2) Diplomatic Business Meal
(3) Deluxe Meal (4) Diabetic Meal
26. A 'Dummy waiter' in a hotel :
(1) Assists differently abled guest
(2) Reviews guest activities
(3) Provides minor services for guests
(4) Provides assistance to servers as side station
27. Name the type of tour where an organizer accompanies the group for arrangements :
(1) Executive Tour (2) Entertainer Tour
(3) Escorted Tour (4) Extra-costed Tour
28. Flag Air carrier of Hong Kong :
(1) Cathay Pacific Airways (2) Qantas Airways
(3) Garuda (4) Lufthansa
29. A bed cover stuffed with fibres or down for warmth and then sewn together on all four sides is known as :
(1) Blanket (2) Comforter (3) Coverlet (4) Duvet
30. A menu where the list items are priced and ordered separately is called :
(1) Table d' hote (2) Prix fixe Menu
(3) Du Jour Menu (4) A La carte
31. UFTAA divides the world into how many regions ?
(1) 7 (2) 8 (3) 11 (4) 12
32. Where is the Mausoleum of Emperor Akbar ?
(1) Sikandra (2) Lahore (3) Delhi (4) Fatehpur Sikri

33. Established in 1932, this airline was later acquired by the Indian government in the year 1948. What was the original name of the airline ?
 (1) Air India (2) Tata Airlines (3) Indian Airlines (4) Ryan Air
34. Green house effect refers to :
 (1) Ability of atmosphere to retain water vapor
 (2) Ability of certain atmospheric gases to trap heat and keep the planet relatively warm
 (3) Ability of cloud to scatter electromagnetic radiation
 (4) None of the above
35. Which one of these countries has no coast line ?
 (1) China (2) Spain (3) Hungary (4) Sweden
36. The attitude of copying tourist's behaviour among the local people is called :
 (1) Demanding effect (2) Demonstration effect
 (3) Demoralizing effect (4) Demarking effect
37. The famous Kanha Wildlife Sanctuary is located in the state of :
 (1) Bihar (2) Karnataka (3) Assam (4) Madhya Pradesh
38. Kuchipudi dance originated from :
 (1) Rajasthan (2) Andhra Pradesh
 (3) Karnataka (4) Tamil Nadu
39. Match the items in **List-I** with those in the **List-II** and choose the *correct* answer using the codes given below :

List-I

- A. Munnar
 B. Mt. Abu
 C. Patnitop
 D. Darjeeling

List-II

- (i) West Bengal
 (ii) Jammu and Kashmir
 (iii) Rajasthan
 (iv) Kerala

Code :

- | | A | B | C | D |
|-----|-------|-------|-------|-------|
| (1) | (iv) | (ii) | (i) | (iii) |
| (2) | (iv) | (iii) | (ii) | (i) |
| (3) | (iii) | (iv) | (ii) | (i) |
| (4) | (i) | (ii) | (iii) | (iv) |

40. Match List I with List II :

List-I (Airports)		List-II (City)
(a) Veer Savarkar International Airport	(i)	Guwahati
(b) Lokpriya Gopinath Bandoloi International Airport	(ii)	Bengaluru
(c) Kempegowda International Airport	(iii)	Port Blair
(d) Rajeev Gandhi International Airport	(iv)	Hyderabad

Code :

	(a)	(b)	(c)	(d)
(1)	(ii)	(iv)	(iii)	(i)
(2)	(ii)	(iv)	(i)	(iii)
(3)	(iii)	(i)	(ii)	(iv)
(4)	(i)	(iii)	(iv)	(ii)

41. Investment, capacity constraints and Tourist Impacts are examples of :

- (1) Destination Factor
 (2) Demand Side Factors
 (3) Supply Side Factors
 (4) Marketing Factors

42. Definition of Pro-poor tourism *include* :

- (1) Distribution of benefits from tourism in favor of poor people.
 (2) Tourism that generates net benefits for the poor community.
 (3) Providing funds to poor tourists.
 (4) (1) & (2) both

43. Methods of demand forecasting *include* :

- (1) Survey methods
 (2) Opinion polls
 (3) Econometric methods
 (4) All of the above

44. Consumer Protection Act is significant to :

- (1) Immovable Goods
 (2) Movable Goods
 (3) Particular Goods and Services
 (4) All Goods and Services

45. International Union of Official Travel Organization (IUOTO) established in 1947 was transformed into an intergovernmental technical body on 2, January 1975, as

- (1) UNDP
 (2) UNWTO
 (3) TERN
 (4) NTA

B

46. The process of delegation of authority of a hotel manager comprises the following steps :
- I. Assignment of Tasks
 - II. Creation of Responsibility
 - III. Granting Authority
 - IV. Fixing Accountability
- The *correct* sequence of these steps is
- | | |
|--------------------|--------------------|
| (1) III, II, I, IV | (3) I, II, IV, III |
| (2) I, II, III, IV | (4) II, I, III, IV |
47. TFCI stands for :
- (1) Tourism Finance Corporation of India
 - (2) Tourism Fund Corporation of India
 - (3) Tourism for Community in India
 - (4) Tourism Federation for Conservation in India
48. The attitude of copying tourist's behaviour among the local people is called as :
- | | |
|-------------------------|---------------------------------|
| (1) Demanding effect | (2) Demonstration effect |
| (3) Demoralizing effect | (4) Demarking effect |
49. Which one of the following is the most current liquid asset for a firm ?
- | | |
|----------------------|---------------|
| (1) Bills Receivable | (2) Inventory |
| (3) Term Loans | (4) Cash |
50. The term 'EVA' is used for :
- | | |
|-------------------------------|-------------------------------|
| (1) Economic Value Added | (2) Extra Value Added |
| (3) Expected Volume Arbitrage | (4) Engineering Value Accrued |
51. The four approaches to knowing answers to research questions, according to Kerlinger, are :
- a. Method of tenacity
 - b. Method of Intuition
 - c. Method of authority
 - d. Method of science
 - e. Method of creativity
 - f. Method of non-functionality
- Options:
- | | |
|---------------------------|---------------------------|
| (1) (b), (d), (e) and (f) | (2) (c), (d), (e) and (f) |
| (3) (b), (c), (d) and (e) | (4) (a), (b), (c) and (d) |
52. Qualitative researchers criticize quantitative research for its tendency towards :
- | | |
|-------------------------------|-------------------------|
| (1) Obsession with creativity | (2) Reductionism |
| (3) Emphasis on evidence | (4) Focus on empiricism |

53. Which of the following features best describe an independent variable in research ?
- It is the cause in the cause-effect relationship.
 - It is the effect in the cause-effect relationship.
 - It is the condition or characteristic which is manipulated in an experimental study.
 - It is the variable which is placed under control.
 - It is a kind of response variable.

Options :

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

54. The standard deviation of the binomial distribution is :

- | | | | |
|----------|-----------------|-----------|------------------|
| (1) np | (2) \sqrt{np} | (3) npq | (4) \sqrt{npq} |
|----------|-----------------|-----------|------------------|

55. Which of the following is *not* correct about the properties of the correlation coefficient ?

- Depends on the origin
- Depends on the scale
- Depends on both origin and scale
- Is independent with respect to origin
- Is independent with respect to unit of scale

Options :

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

56. Arrange the following stages of research in a proper sequence :

- Report writing
- Budgeting
- Data collection
- Field work
- Research outcomes

Options :

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

57. One way to measure the extent to which a measure is free of random error is to compute its :

- | | |
|-----------------------------|----------------------------|
| (1) Experimenter's bias | (2) Demand characteristics |
| (3) Test-retest reliability | (4) Content validity |

58. There are 'm' number of favorable cases to event 'A' and 'n' are non-favorable cases, both are equally likely and mutually exclusive, the probability of occurring the event A is $P(A) = \frac{m}{m+n}$. This formula corresponds to which one of the following approaches to probability ?

- (1) Modern approach to probability (2) Statistical approach to probability
(3) Subjective approach to probability (4) Classical approach to probability

59. Match the items of **List I** with the items of **List II** and choose the **correct** answer from the code given below :

List I

- a. X bar chart
b. P chart
c. C chart
d. R chart

List II

- i. Number of defects
ii. Variation between samples
iii. Variation within samples
iv. Proportion of defects

Options :

- (1) (a)-(ii), (b)-(iv), (c)-(i), (d)-(iii)
(2) (a)-(ii), (b)-(iv), (c)-(iii), (d)-(i)
(3) (a)-(iv), (b)-(ii), (c)-(iii), (d)-(i)
(4) (a)-(iv), (b)-(ii), (c)-(i), (d)-(iii)

60. Suppose, it is calculated that 'a' is 4 and 'b' is 2 for a particular estimating line with one independent variable. If the independent variable has a value of 5, what value should be expected for the dependent variable ?

- (1) 11 (2) 22 (3) 14 (4) 6

61. The National Action Plan for tourism was announced in which year ?

- (1) 1986 (2) 1992 (3) 1975 (4) 2001

62. Which of the following organization(s) initiated Hotel Energy Solution (HES) ?

- (1) UNWTO (2) UNCTAD (3) UFTAA (4) None

63. Who developed the PASLOP technique of Tourism planning ?

- (1) Baud-Bovy and Lawson (2) Samuel and Lauren
(3) Harris Peterson and Sheldon (4) Fletcher and Cooper

64. Services demonstrate :

- (1) Low-income elasticity of demand (2) Zero-income elasticity of demand
(3) High-income elasticity of demand (4) Unit-income elasticity of demand

65. Which of the following could be a cheaper source of finance for a travel company ?

- (1) Equity (2) Debt
(3) Retained Earnings (4) None of the above

66. Tourism as a subject is a part of :
 (1) Central list (2) State list
 (3) Concurrent list (4) Union list
67. Need Hierarchy theory of motivation was propounded by :
 (1) Abraham Maslow (2) K. Lauen
 (3) F.W. Taylor (4) Henri Fayol
68. Tourism was accorded the status of an industry in which five year plan of India ?
 (1) Sixth (2) Seventh (3) Eighth (4) Ninth
69. Managerial Grid Leadership was developed by :
 (1) Rensis Likert (2) Henry Fayol
 (3) Paul Hersey (4) Robert Blake and Jane Mouton
70. Name the place which receives maximum rainfall annually
 (1) Dharamshala (Himachal Pradesh) (2) Pondicherry
 (3) Mawsynram (Meghalaya) (4) Cherapunji (Meghalaya)
71. Which cruise ship was grounded off at Tuscan Island (near Italy) on January 16, 2012 ?
 (1) Star Cruise (2) Oasis
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72. Transportation of passengers and baggage by air is known as :
 (1) Air lift (2) Parcel Fly (3) Carriage (4) Fly Forward
73. Who developed the Jet Engine ?
 (1) Thomas Webcock (2) Frank Whittle
 (3) Wilbur Wright (4) None of the above
74. The total number of ports in India is :
 (1) 221 (2) 222 (3) 223 (4) 224
75. River Tapti originates from :
 (1) Aravalli range (2) Satpura range
 (3) Deccan Plateau (4) Vindhya range
76. What is the total length of the roads in India ?
 (1) 4 million kilometers (2) 4.8 million kilometers
 (3) 5 million kilometers (4) 5.8 million kilometers
77. Which hill station is *not* served by Toy Train ?
 (1) Darjeeling (2) Coonoor
 (3) Mount Abu (4) Matheran

78. In order to promote River Cruise Tourism in India following circuits on National Waterway - 2 (River Brahmaputra) have been identified :
- (1) Guwahati Circuit
 (2) Tezpur Circuit
 (3) Neamati Circuit
 (4) Kolkata Circuit
- (1) (1), (2) and (3)
 (2) (1), (2) and (4)
 (3) (2), (3) and (4)
 (4) (1), (3) and (4)
79. In which year the first scheduled railway service was inaugurated in Europe ?
- (1) 1820
 (2) 1825
 (3) 1830
 (4) 1835
80. Scheduled airlines are defined by offering :
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 (2) The Indian Struggle
 (3) The Religion of Man
 (4) Indian Home Rule
82. Where is the Central Coffee Research Institute established ?
- (1) Munnar
 (2) Coorg
 (3) Chikmagalur
 (4) Arakku
83. From among the following national parks or wildlife sanctuaries, which one was the first to be declared as UNESCO World Heritage Site in 1985 ?
- (1) Sunderbans National Park
 (2) Manas Wildlife Sanctuary
 (3) Jim Corbett National Park
 (4) Kaziranga National Park
84. Which is the largest monastery in India ?
- (1) Tawang Monastery
 (2) Tabo Monastery
 (3) Hemis Monastery
 (4) Phuktal Monastery
85. Which is the only inhabited living fort in India ?
- (1) Mehrangarh fort, Jodhpur
 (2) Jaisalmer fort, Jaisalmer
 (3) Chittor fort, Chittorgarh
 (4) Ranthambore fort, Sawai Madhopur
86. Bandhavgarh National Park is famous for :
- (1) Tigers
 (2) Asiatic Lions
 (3) Leopards
 (4) Elephants
87. In which state is the Hornbill festival celebrated ?
- (1) Uttarakhand
 (2) Manipur
 (3) Tripura
 (4) Nagaland
88. Where is the Lingaraja temple located ?
- (1) Uttarkashi, Uttarakhand
 (2) Varanasi, Uttar Pradesh
 (3) Bhubaneshwar, Odisha
 (4) Dwarka, Gujarat

89. Which one of the folk-dance forms have Assam as their origin ?
 (1) Yakshagana (2) Giddha (3) Tutsa Naga (4) Bagurumba
90. Where is Balban's Tomb located in India ?
 (1) Lahore (2) Mehrauli (3) Tughlaqabad (4) Multan
91. Who is known as the father of Travel Agency business ?
 (1) Thomas Cook (2) Lee and Muirhead
 (3) Jeena & Co. (4) Cox and Kings
92. International Organization which is responsible for environmental sustainability and promotes tourism as a driver of economic growth is classified as :
 (1) United Nations Industrial Commission
 (2) United Nations Environment Programme
 (3) World Tourism Organization
 (4) OPEC
93. An affinity group is the one whose members have :
 (1) Common resources (2) Common culture
 (3) Common interest (4) Uncommon resources but will to succeed
94. Which one of the following is the largest island in the world ?
 (1) Madagascar (2) Great Britain (3) Greenland (4) New Guinea
95. The headquarters of the UNWTO are located in :
 (1) Madrid (Spain) (2) Barcelona (Spain)
 (3) Chicago (USA) (4) Brussels (Belgium)
96. Which of the following pairs are **correctly** matched ?
 (1) Kuchipudi - Madhya Pradesh (2) Kathakali - Kerala
 (3) Bharatnatyam - Andhra Pradesh (4) Kathak - Tamil Nadu
97. Which author has not been involved in the development of typologies of tourism ?
 (1) Erik Cohen (2) Stanley Plog (3) Brian Archer (4) Valene Smith
98. Plog's (1991) tourist typology includes :
 (1) Psychocentric, Midcentric, Allocentric
 (2) Psychocentric, Psychographic, Allocentric
 (3) Near-alloentric, Midcentric, Psychedelic
 (4) Allocentric, Psychocentric, Psychedelic
99. Arrange the following organizations in sequence according to the date of establishment.
 (1) ITDC, IATO, TAAI (2) IATO, ITDC, TAAI
 (3) TAAI, ITDC, IATO (4) ITDC, TAAI, IATO
100. This type of tourism involves the idea of risk and traveling to remote and exotics areas.
 (1) Religious Tourism (2) Adventure Tourism
 (3) Dark Tourism (4) Extreme Tourism

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

C

M.Phil./Ph.D./URS-EE-2020

SET-Y

SUBJECT : Tourism Management

10019

Sr. No.

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)

(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 unfair-means / 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 3 minutes after starting of the examination.*

MPH/PHD/URS-EE-2020/(Tourism Mgt.)(SET-Y)/(C)

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 (1) Uttarakhand (2) Manipur (3) Tripura (4) Nagaland
18. Where is the Lingaraja temple located ?
 (1) Uttarkashi, Uttarakhand (2) Varanasi, Uttar Pradesh
 (3) Bhubaneshwar, Odisha (4) Dwarka, Gujarat
19. Which one of the folk-dance forms have Assam as their origin ?
 (1) Yakshagana (2) Giddha (3) Tutsa Naga (4) Bagurumba
20. Where is Balban's Tomb located in India ?
 (1) Lahore (2) Mehrauli (3) Tughlaqabad (4) Multan
21. Who is known as the father of Travel Agency business ?
 (1) Thomas Cook (2) Lee and Muirhead
 (3) Jeena & Co. (4) Cox and Kings
22. International Organization which is responsible for environmental sustainability and promotes tourism as a driver of economic growth is classified as :
 (1) United Nations Industrial Commission
 (2) United Nations Environment Programme
 (3) World Tourism Organization
 (4) OPEC
23. An affinity group is the one whose members have :
 (1) Common resources (2) Common culture
 (3) Common interest (4) Uncommon resources but will to succeed
24. Which one of the following is the largest island in the world ?
 (1) Madagascar (2) Great Britain (3) Greenland (4) New Guinea

25. The headquarters of the UNWTO are located in :
- (1) Madrid (Spain) (2) Barcelona (Spain)
 (3) Chicago (USA) (4) Brussels (Belgium)
26. Which of the following pairs are *correctly* matched ?
- (1) Kuchipudi - Madhya Pradesh (2) Kathakali - Kerala
 (3) Bharatnatyam - Andhra Pradesh (4) Kathak - Tamil Nadu
27. Which author has not been involved in the development of typologies of tourism ?
- (1) Erik Cohen (2) Stanley Plog (3) Brian Archer (4) Valene Smith
28. Plog's (1991) tourist typology includes :
- (1) Psychocentric, Midcentric, Allocentric
 (2) Psychocentric, Psychographic, Allocentric
 (3) Near-allocentric, Midcentric, Psychedelic
 (4) Allocentric, Psychocentric, Psychedelic
29. Arrange the following organizations in sequence according to the date of establishment.
- (1) ITDC, IATO, TAAI (2) IATO, ITDC, TAAI
 (3) TAAI, ITDC, IATO (4) ITDC, TAAI, IATO
30. This type of tourism involves the idea of risk and traveling to remote and exotics areas.
- (1) Religious Tourism (2) Adventure Tourism
 (3) Dark Tourism (4) Extreme Tourism
31. The National Action Plan for tourism was announced in which year ?
- (1) 1986 (2) 1992 (3) 1975 (4) 2001
32. Which of the following organization(s) initiated Hotel Energy Solution (HES) ?
- (1) UNWTO (2) UNCTAD (3) UFTAA (4) None
33. Who developed the PASLOP technique of Tourism planning ?
- (1) Baud-Bovy and Lawson (2) Samuel and Lauren
 (3) Harris Peterson and Sheldon (4) Fletcher and Cooper
34. Services demonstrate :
- (1) Low-income elasticity of demand (2) Zero-income elasticity of demand
 (3) High-income elasticity of demand (4) Unit-income elasticity of demand
35. Which of the following could be a cheaper source of finance for a travel company ?
- (1) Equity (2) Debt
 (3) Retained Earnings (4) None of the above
36. Tourism as a subject is a part of :
- (1) Central list (2) State list
 (3) Concurrent list (4) Union list

37. Need Hierarchy theory of motivation was propounded by :
 (1) Abraham Maslow (2) K. Lauren
 (3) F.W. Taylor (4) Henri Fayol
38. Tourism was accorded the status of an industry in which five-year plan of India ?
 (1) Sixth (2) Seventh (3) Eighth (4) Ninth
39. Managerial Grid Leadership was developed by :
 (1) Rensis Likert (2) Henry Fayol
 (3) Paul Hersey (4) Robert Blake and Jane Mouton
40. Name the place which receives maximum rainfall annually
 (1) Dharamshala (Himachal Pradesh) (2) Pondicherry
 (3) Mawsynram (Meghalaya) (4) Cherapunji (Meghalaya)
41. The four approaches to knowing answers to research questions, according to Kerlinger, are :
 a. Method of tenacity
 b. Method of Intuition
 c. Method of authority
 d. Method of science
 e. Method of creativity
 f. Method of non-functionality
 Options:
 (1) (b), (d), (e) and (f) (2) (c), (d), (e) and (f)
 (3) (b), (c), (d) and (e) (4) (a), (b), (c) and (d)
42. Qualitative researchers criticize quantitative research for its tendency towards :
 (1) Obsession with creativity (2) Reductionism
 (3) Emphasis on evidence (4) Focus on empiricism
43. Which of the following features best describe an independent variable in research ?
 (a) It is the cause in the cause-effect relationship.
 (b) It is the effect in the cause-effect relationship.
 (c) It is the condition or characteristic which is manipulated in an experimental study.
 (d) It is the variable which is placed under control.
 (e) It is a kind of response variable.
 Options :
 (1) (a) and (b) (2) (b) and (c)
 (3) (a) and (c) (4) (d) and (e)
44. The standard deviation of the binomial distribution is :
 (1) np (2) \sqrt{np} (3) npq (4) \sqrt{npq}

45. Which of the following is *not* correct about the properties of the correlation coefficient ?
- Depends on the origin
 - Depends on the scale
 - Depends on both origin and scale
 - Is independent with respect to origin
 - Is independent with respect to unit of scale

Options :

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

46. Arrange the following stages of research in a proper sequence :

- Report writing
- Budgeting
- Data collection
- Field work
- Research outcomes

Options :

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

47. One way to measure the extent to which a measure is free of random error is to compute its :

- Experimenter's bias
- Demand characteristics
- Test-retest reliability
- Content validity

48. There are 'm' number of favorable cases to event 'A' and 'n' are non- favorable cases, both are equally likely and mutually exclusive, the probability of occurring the event A is $P(A)=m/(m+n)$. This formula corresponds to which one of the following approaches to probability ?

- Modern approach to probability
- Statistical approach to probability
- Subjective approach to probability
- Classical approach to probability

49. Match the items of **List I** with the items of **List II** and choose the *correct* answer from the code given below :

List I	List II
a. X bar chart	i. Number of defects
b. P chart	ii. Variation between samples
c. C chart	iii. Variation within samples
d. R chart	iv. Proportion of defects

Options :

- (1) (a)-(ii), (b)-(iv), (c)-(i), (d)-(iii)
 (2) (a)-(ii), (b)-(iv), (c)-(iii), (d)-(i)
 (3) (a)-(iv), (b)-(ii), (c)-(iii), (d)-(i)
 (4) (a)-(iv), (b)-(ii), (c)-(i), (d)-(iii)
50. Suppose, it is calculated that 'a' is 4 and 'b' is 2 for a particular estimating line with one independent variable. If the independent variable has a value of 5, what value should be expected for the dependent variable' ?
 (1) 11 (2) 22 (3) 14 (4) 6
51. What is the trolley service also known as ?
 (1) French service (2) Silver service
 (3) Gueridon service (4) American service
52. Which kind of heritage hotels were built prior to 1935 but after 1920 covering residences, havelis, hunting lodges, castles or forts and palaces ?
 (1) Heritage grand (2) Heritage classic (3) Boutique (4) Heritage
53. Which term describes a hotel guest who vacates a guest room without paying the bill incurred for room charges and extras ?
 (1) Sleeper (2) Premeditator (3) Accidentals (4) Skipper
54. What is the other name for Modified American Plan ?
 (1) Pension Plan (2) Continental Plan
 (3) Demi-Pension Plan (4) European Plan
55. In the airline parlance DBML stand for :
 (1) Double Meal (2) Diplomatic Business Meal
 (3) Deluxe Meal (4) Diabetic Meal
56. A 'Dummy waiter' in a hotel :
 (1) Assists differently abled guest (2) Reviews guest activities
 (3) Provides minor services for guests (4) Provides assistance to servers as side station

C

57. Name the type of tour where an organizer accompanies the group for arrangements :
- (1) Executive Tour (2) Entertainer Tour
(3) Escorted Tour (4) Extra-costed Tour
58. Flag Air carrier of Hong Kong :
- (1) Cathay Pacific Airways (2) Qantas Airways
(3) Garuda (4) Lufthansa
59. A bed cover stuffed with fibres or down for warmth and then sewn together on all four sides is known as :
- (1) Blanket (2) Comforter (3) Coverlet (4) Duvet
60. A menu where the list items are priced and ordered separately is called :
- (1) Table d' hote (2) Prix fixe Menu
(3) Du Jour Menu (4) A La carte
61. In which one of the following product life cycle stages a travel and tourism company improves quality of its offerings and add new features and improved styling ?
- (1) Introduction stage (2) Growth stage
(3) Decline stage (4) Maturity stage
62. The following statements relate to social media marketing. Choose the correct code for the statements being correct or incorrect.
- Statement I** : Social media marketing does not allow users to interact among themselves.
- Statement II** : Social media marketing helps facilitate the consumer's decision process by encouraging need recognition, information search, alternative evaluation, purchase and post purchase reviews.
- (1) Both the statements I and II are incorrect.
(2) Statement I is correct, but II is incorrect.
(3) Statement II is correct, but I is incorrect.
(4) Both the statements I and II are correct.
63. The following two statements relate to marketing. Choose the **correct** code for the statements being correct or incorrect.
- Statement I** : Marketing is about satisfying customer needs and wants.
- Statement II** : Marketing can be performed only by individuals and not by organizations.
- (1) Both the statements I and II are incorrect.
(2) Statement I is correct, but II is incorrect.
(3) Statement II is correct, but I is incorrect.
(4) Both the statements I and II are correct.

64. Match the items of **List I** with the items of **List II** and choose the correct answer from the code given below :

C

List I	List II
a. Demographic	i. Self-values
b. Psychographic	ii. Convenience
c. Benefits	iii. Gender
d. Behavioural	iv. Loyalty

Options :

- (1) (a)-(ii), (b)-(iv), (c)-(iii), (d)-(i)
- (2) (a)-(iii), (b)-(iv), (c)-(ii), (d)-(i)
- (3) (a)-(iii), (b)-(ii), (c)-(i), (d)-(iv)
- (4) (a)-(iii), (b)-(i), (c)-(ii), (d)-(iv)

65. Two statements are given below one labelled as Assertion (A) and the other labelled as Reason (R) : Read the statements and choose the **correct** answer using the code given below.

Assertion (A) : Luxury brands command price premiums and do not have a strong lifestyle component.

Reason (R) : Luxury brands do not require any special considerations in how they are sold.

- (1) Both (A) and (R) are incorrect.
- (2) Both (A) and (R) are correct and (R) is the right explanation of (A).
- (3) (A) is correct, but (R) is incorrect.
- (4) Both (A) and (R) are correct and (R) is not the right explanation of (A).

66. Four distinctive service characteristics greatly affect the design of marketing program for services. The appropriate combination is :

- (1) Intangibility, inseparability, variability and touchability
- (2) Intangibility, inseparability, variability and perishability
- (3) Intangibility, variability, perishability and touchability
- (4) Variability, perishability, intangibility and touchability

67. Two friends are on WhatsApp discussing a holiday plan. Immediately, Uber pops up within WhatsApp to help book a ride and provide an estimate. This is known as :

- (1) Contextual digital marketing
- (2) Direct mail marketing
- (3) Mail order marketing
- (4) Telemarketing

68. An airline offering special lounge for waiting is an example of which one of the following differentiations of the service offer ?

- (1) Differentiation through special constituents
- (2) Differentiation through the experience
- (3) Differentiation through brand image
- (4) Differentiation through pricing

69. In marketing, DSA stands for :
- | | |
|---------------------------|------------------------------------|
| (1) Delivery Staff Agency | (2) Direct Supplier Agent |
| (3) Direct Selling Agent | (4) Distribution and Supply Agency |
70. As per the Carroll Model, the four levels of Corporate Social Responsibility are :
- (1) Physical, economic, social and legal
 - (2) Physical, economic, legal and ethical
 - (3) Philanthropic, economic, legal and ethical
 - (4) Philanthropic, economic, social and ethical
71. Investment, capacity constraints and Tourist Impacts are examples of :
- | | |
|-------------------------|-------------------------|
| (1) Destination Factor | (2) Demand Side Factors |
| (3) Supply Side Factors | (4) Marketing Factors |
72. Definition of Pro-poor tourism *include* :
- (1) Distribution of benefits from tourism in favor of poor people.
 - (2) Tourism that generates net benefits for the poor community.
 - (3) Providing funds to poor tourists.
 - (4) (1) & (2) both
73. Methods of demand forecasting *include* :
- | | |
|-------------------------|----------------------|
| (1) Survey methods | (2) Opinion polls |
| (3) Econometric methods | (4) All of the above |
74. Consumer Protection Act is significant to :
- (1) Immovable Goods
 - (2) Movable Goods
 - (3) Particular Goods and Services
 - (4) All Goods and Services
75. International Union of Official Travel Organization (IUOTO) established in 1947 was transformed into an intergovernmental technical body on 2, January 1975, as
- | | | | |
|----------|-----------|----------|---------|
| (1) UNDP | (2) UNWTO | (3) TERN | (4) NTA |
|----------|-----------|----------|---------|
76. The process of delegation of authority of a hotel manager comprises the following steps :
- I. Assignment of Tasks
 - II. Creation of Responsibility
 - III. Granting Authority
 - IV. Fixing Accountability
- The *correct* sequence of these steps is
- | | |
|--------------------|--------------------|
| (1) III, II, I, IV | (3) I, II, IV, III |
| (2) I, II, III, IV | (4) II, I, III, IV |

77. TFCI stands for :
- (1) Tourism Finance Corporation of India
 - (2) Tourism Fund Corporation of India
 - (3) Tourism for Community in India
 - (4) Tourism Federation for Conservation in India
78. The attitude of copying tourist's behaviour among the local people is called as :
- (1) Demanding effect
 - (2) Demonstration effect
 - (3) Demoralizing effect
 - (4) Demarking effect
79. Which one of the following is the most current liquid asset for a firm ?
- (1) Bills Receivable
 - (2) Inventory
 - (3) Term Loans
 - (4) Cash
80. The term 'EVA' is used for :
- (1) Economic Value Added
 - (2) Extra Value Added
 - (3) Expected Volume Arbitrage
 - (4) Engineering Value Accrued
81. UFTAA divides the world into how many regions ?
- (1) 7
 - (2) 8
 - (3) 11
 - (4) 12
82. Where is the Mausoleum of Emperor Akbar ?
- (1) Sikandra
 - (2) Lahore
 - (3) Delhi
 - (4) Fatehpur Sikri
83. Established in 1932, this airline was later acquired by the Indian government in the year 1948. What was the original name of the airline ?
- (1) Air India
 - (2) Tata Airlines
 - (3) Indian Airlines
 - (4) Ryan Air
84. Green house effect refers to :
- (1) Ability of atmosphere to retain water vapor
 - (2) Ability of certain atmospheric gases to trap heat and keep the planet relatively warm
 - (3) Ability of cloud to scatter electromagnetic radiation
 - (4) None of the above
85. Which one of these countries has no coast line ?
- (1) China
 - (2) Spain
 - (3) Hungary
 - (4) Sweden
86. The attitude of copying tourist's behaviour among the local people is called :
- (1) Demanding effect
 - (2) Demonstration effect
 - (3) Demoralizing effect
 - (4) Demarking effect
87. The famous Kanha Wildlife Sanctuary is located in the state of :
- (1) Bihar
 - (2) Karnataka
 - (3) Assam
 - (4) Madhya Pradesh

88. Kuchipudi dance originated from :

- (1) Rajasthan (2) Andhra Pradesh (3) Karnataka (4) Tamil Nadu

89. Match the items in **List-I** with those in the **List-II** and choose the **correct** answer using the codes given below :

List-I

List-II

- | | |
|---------------|------------------------|
| A. Munnar | (i) West Bengal |
| B. Mt. Abu | (ii) Jammu and Kashmir |
| C. Patnitop | (iii) Rajasthan |
| D. Darjeeling | (iv) Kerala |

Code :

- | | | | | |
|-----|-------|-------|-------|-------|
| | A | B | C | D |
| (1) | (iv) | (ii) | (i) | (iii) |
| (2) | (iv) | (iii) | (ii) | (i) |
| (3) | (iii) | (iv) | (ii) | (i) |
| (4) | (i) | (ii) | (iii) | (iv) |

90. Match **List I** with **List II** :

List-I
(Airports)

List-II
(City)

- | | |
|--|------------------|
| (a) Veer Savarkar International Airport | (i) Guwahati |
| (b) Lokpriya Gopinath Bandoloi International Airport | (ii) Bengaluru |
| (c) Kempegowda International Airport | (iii) Port Blair |
| (d) Rajeev Gandhi International Airport | (iv) Hyderabad |

Code :

- | | | | | |
|-----|-------|-------|-------|-------|
| | (a) | (b) | (c) | (d) |
| (1) | (ii) | (iv) | (iii) | (i) |
| (2) | (ii) | (iv) | (i) | (iii) |
| (3) | (iii) | (i) | (ii) | (iv) |
| (4) | (i) | (iii) | (iv) | (ii) |

91. A wholesaler who sells package tour is called :

- (1) Tour Operator (2) Travel Agent
(3) Travel Agency (4) None of the above

92. An Itinerary is also known as :

- (1) Tour plan (2) Travel facilities
(3) Tour product (4) Tour services

93. What is point-to-point fare system ?
(1) The passenger is made to pay extra amount if he stays at a transit airport.
(2) The passenger is charged extra amount if he is going by a long route.
(3) The passenger is charged only for the destination, irrespective of the flight route.
(4) None of these
94. Functions of a travel agency :
(1) Provision of travel information.
(2) Liaison with providers of services.
(3) Preparation of tour itineraries of tourists.
(4) All of these
95. UNWTO came into existence in :
(1) 1964 (2) 1974 (3) 1984 (4) 1994
96. The abbreviation of 'FHRAI' stands for :
(1) The Federation of Hotel and Restaurant Associations of India
(2) The Federation of Hospitality and Restaurant Associations of India
(3) The Foundation of Hotels and Restaurants Associations of India
(4) The Foundation of Hospitality and Restaurant Associations of India
97. The currency of Algeria is :
(1) Franc (2) Dollar (3) Dinar (4) Suham
98. To establish a Travel Agency we require :
(1) Approval from the designated authorities
(2) Qualified staff for airline ticketing
(3) Proper tie-up with insurance companies
(4) All of the above
99. A document issued by a travel agency or vendor authorizing transportation or some other travel service to a specified person :
(1) Amenities voucher (2) Miscellaneous charges order
(3) Voucher (4) Saver passes
100. MEDX is a visa granted to :
(1) Medical Student
(2) Attendants/family members of patients for medical treatment
(3) Foreign nationals visiting India for medical treatment
(4) Mountaineers

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

D

M.Phil./Ph.D./URS-EE-2020

SET-Y

SUBJECT : Tourism Management 10004

Sr. No.

Time : 1¼ Hours

Max. Marks : 100

Total Questions : 100

Roll No. (in figures) _____ (in words) _____

Name _____ Father's Name _____

Mother's Name _____ Date of Examination _____

(Signature of the Candidate)

(Signature of the Invigilator)

**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 unfair-means / 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-2020/(Tourism Mgt.)(SET-Y)/(D)

1. UFTAA divides the world into how many regions ?
(1) 7 (2) 8 (3) 11 (4) 12
2. Where is the Mausoleum of Emperor Akbar ?
(1) Sikandra (2) Lahore (3) Delhi (4) Fatehpur Sikri
3. Established in 1932, this airline was later acquired by the Indian government in the year 1948. What was the original name of the airline ?
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6. The attitude of copying tourist's behaviour among the local people is called :
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8. Kuchipudi dance originated from :
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9. Match the items in **List-I** with those in the **List-II** and choose the **correct** answer using the codes given below :

List-I

- A. Munnar (i) West Bengal
B. Mt. Abu (ii) Jammu and Kashmir
C. Patnitop (iii) Rajasthan
D. Darjeeling (iv) Kerala

List-II

- | | A | B | C | D |
|-----|-------|-------|-------|-------|
| (1) | (iv) | (ii) | (i) | (iii) |
| (2) | (iv) | (iii) | (ii) | (i) |
| (3) | (iii) | (iv) | (ii) | (i) |
| (4) | (i) | (ii) | (iii) | (iv) |

Code :

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(c)	Kempegowda International Airport	(iii)	Port Blair
(d)	Rajeev Gandhi International Airport	(iv)	Hyderabad

Code :

	(a)	(b)	(c)	(d)
(1)	(ii)	(iv)	(iii)	(i)
(2)	(ii)	(iv)	(i)	(iii)
(3)	(iii)	(i)	(ii)	(iv)
(4)	(i)	(iii)	(iv)	(ii)

11. Investment, capacity constraints and Tourist Impacts are examples of :

- (1) Destination Factor
- (2) Demand Side Factors
- (3) Supply Side Factors
- (4) Marketing Factors

12. Definition of Pro-poor tourism **include** :

- (1) Distribution of benefits from tourism in favor of poor people.
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- (2) Opinion polls
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- (1) Immovable Goods
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- The **correct** sequence of these steps is
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 - (2) I, II, III, IV
 - (3) I, II, IV, III
 - (4) II, I, III, IV
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- Statement II** : Social media marketing helps facilitate the consumer's decision process by encouraging need recognition, information search, alternative evaluation, purchase and post purchase reviews.
- (1) Both the statements I and II are incorrect.
 - (2) Statement I is correct, but II is incorrect.
 - (3) Statement II is correct, but I is incorrect.
 - (4) Both the statements I and II are correct.

23. The following two statements relate to marketing. Choose the **correct** code for the statements being correct or incorrect.

Statement I : Marketing is about satisfying customer needs and wants.

Statement II : Marketing can be performed only by individuals and not by organizations.

- (1) Both the statements I and II are incorrect.
- (2) Statement I is correct, but II is incorrect.
- (3) Statement II is correct, but I is incorrect.
- (4) Both the statements I and II are correct.

24. Match the items of **list I** with the items of **list II** and choose the correct answer from the code given below :

List I		List II	
a.	Demographic	i.	Self-values
b.	Psychographic	ii.	Convenience
c.	Benefits	iii.	Gender
d.	Behavioural	iv.	Loyalty

Options :

- (1) (a)-(ii), (b)-(iv), (c)-(iii), (d)-(i)
- (2) (a)-(iii), (b)-(iv), (c)-(ii), (d)-(i)
- (3) (a)-(iii), (b)-(ii), (c)-(i), (d)-(iv)
- (4) (a)-(iii), (b)-(i), (c)-(ii), (d)-(iv)

25. Two statements are given below one labelled as Assertion (**A**) and the other labelled as Reason (**R**) : Read the statements and choose the **correct** answer using the code given below.

Assertion (A) : Luxury brands command price premiums and do not have a strong lifestyle component.

Reason (R) : Luxury brands do not require any special considerations in how they are sold.

- (1) Both (A) and (R) are incorrect.
- (2) Both (A) and (R) are correct and (R) is the right explanation of (A).
- (3) (A) is correct, but (R) is incorrect.
- (4) Both (A) and (R) are correct and (R) is not the right explanation of (A).

26. Four distinctive service characteristics greatly affect the design of marketing program for services. The appropriate combination is :

- (1) Intangibility, inseparability, variability and touchability
- (2) Intangibility, inseparability, variability and perishability
- (3) Intangibility, variability, perishability and touchability
- (4) Variability, perishability, intangibility and touchability

27. Two friends are on WhatsApp discussing a holiday plan. Immediately, Uber pops up within WhatsApp to help book a ride and provide an estimate. This is known as :
- (1) Contextual digital marketing (2) Direct mail marketing
(3) Mail order marketing (4) Telemarketing
28. An airline offering special lounge for waiting is an example of which one of the following differentiations of the service offer ?
- (1) Differentiation through special constituents
(2) Differentiation through the experience
(3) Differentiation through brand image
(4) Differentiation through pricing
29. In marketing, DSA stands for :
- (1) Delivery Staff Agency (2) Direct Supplier Agent
(3) Direct Selling Agent (4) Distribution and Supply Agency
30. As per the Carroll Model, the four levels of Corporate Social Responsibility are :
- (1) Physical, economic, social and legal
(2) Physical, economic, legal and ethical
(3) Philanthropic, economic, legal and ethical
(4) Philanthropic, economic, social and ethical
31. A wholesaler who sells package tour is called :
- (1) Tour Operator (2) Travel Agent
(3) Travel Agency (4) None of the above
32. An Itinerary is also known as :
- (1) Tour plan (2) Travel facilities
(3) Tour product (4) Tour services
33. What is point-to-point fare system ?
- (1) The passenger is made to pay extra amount if he stays at a transit airport.
(2) The passenger is charged extra amount if he is going by a long route.
(3) The passenger is charged only for the destination, irrespective of the flight route.
(4) None of these
34. Functions of a travel agency :
- (1) Provision of travel information.
(2) Liaison with providers of services.
(3) Preparation of tour itineraries of tourists.
(4) All of these
35. UNWTO came into existence in :
- (1) 1964 (2) 1974 (3) 1984 (4) 1994

36. The abbreviation of 'FHRAI' stands for :
- (1) The Federation of Hotel and Restaurant Associations of India
 - (2) The Federation of Hospitality and Restaurant Associations of India
 - (3) The Foundation of Hotels and Restaurants Associations of India
 - (4) The Foundation of Hospitality and Restaurant Associations of India
37. The currency of Algeria is :
- (1) Franc
 - (2) Dollar
 - (3) Dinar
 - (4) Suham
38. To establish a Travel Agency we require :
- (1) Approval from the designated authorities
 - (2) Qualified staff for airline ticketing
 - (3) Proper tie-up with insurance companies
 - (4) All of the above
39. A document issued by a travel agency or vendor authorizing transportation or some other travel service to a specified person :
- (1) Amenities voucher
 - (2) Miscellaneous charges order
 - (3) Voucher
 - (4) Saver passes
40. MEDX is a visa granted to :
- (1) Medical Student
 - (2) Attendants/family members of patients for medical treatment
 - (3) Foreign nationals visiting India for medical treatment
 - (4) Mountaineers
41. What is the trolley service also known as ?
- (1) French service
 - (2) Silver service
 - (3) Gueridon service
 - (4) American service
42. Which kind of heritage hotels were built prior to 1935 but after 1920 covering residences, havelis, hunting lodges, castles or forts and palaces ?
- (1) Heritage grand
 - (2) Heritage classic
 - (3) Boutique
 - (4) Heritage
43. Which term describes a hotel guest who vacates a guest room without paying the bill incurred for room charges and extras ?
- (1) Sleeper
 - (2) Premeditator
 - (3) Accidentals
 - (4) Skipper
44. What is the other name for Modified American Plan ?
- (1) Pension Plan
 - (2) Continental Plan
 - (3) Demi-Pension Plan
 - (4) European Plan

45. In the airline parlance DBML stand for :
- (1) Double Meal (2) Diplomatic Business Meal
(3) Deluxe Meal (4) Diabetic Meal
46. A 'Dummy waiter' in a hotel :
- (1) Assists differently abled guest (2) Reviews guest activities
(3) Provides minor services for guests (4) Provides assistance to servers as side station
47. Name the type of tour where an organizer accompanies the group for arrangements :
- (1) Executive Tour (2) Entertainer Tour
(3) Escorted Tour (4) Extra-costed Tour
48. Flag Air carrier of Hong Kong :
- (1) Cathay Pacific Airways (2) Qantas Airways
(3) Garuda (4) Lufthansa
49. A bed cover stuffed with fibres or down for warmth and then sewn together on all four sides is known as :
- (1) Blanket (2) Comforter (3) Coverlet (4) Duvet
50. A menu where the list items are priced and ordered separately is called :
- (1) Table d' hote (2) Prix fixe Menu
(3) Du Jour Menu (4) A La carte
51. Which of the following book was written by Subhash Chandra Bose ?
- (1) Nationalism (2) The Indian Struggle
(3) The Religion of Man (4) Indian Home Rule
52. Where is the Central Coffee Research Institute established ?
- (1) Munnar (2) Coorg (3) Chikmagalur (4) Arakku
53. From among the following national parks or wildlife sanctuaries, which one was the first to be declared as UNESCO World Heritage Site in 1985 ?
- (1) Sunderbans National Park (2) Manas Wildlife Sanctuary
(3) Jim Corbett National Park (4) Kaziranga National Park
54. Which is the largest monastery in India ?
- (1) Tawang Monastery (2) Tabo Monastery
(3) Hemis Monastery (4) Phuktal Monastery
55. Which is the only inhabited living fort in India ?
- (1) Mehrangarh fort, Jodhpur (2) Jaisalmer fort, Jaisalmer
(3) Chittor fort, Chittorgarh (4) Ranthambore fort, Sawai Madhopur
56. Bandhavgarh National Park is famous for :
- (1) Tigers (2) Asiatic Lions (3) Leopards (4) Elephants
57. In which state is the Hornbill festival celebrated ?
- (1) Uttarakhand (2) Manipur (3) Tripura (4) Nagaland

58. Where is the Lingaraja temple located ?
 (1) Uttarkashi, Uttarakhand (2) Varanasi, Uttar Pradesh
 (3) Bhubaneshwar, Odisha (4) Dwarka, Gujarat
59. Which one of the folk-dance forms have Assam as their origin ?
 (1) Yakshagana (2) Giddha (3) Tutsa Naga (4) Bagurumba
60. Where is Balban's Tomb located in India ?
 (1) Lahore (2) Mehrauli (3) Tughlaqabad (4) Multan
61. Which cruise ship was grounded off at Tuscan Island (near Italy) on January 16, 2012 ?
 (1) Star Cruise (2) Oasis
 (3) Costa Concordia (4) Elizabeth
62. Transportation of passengers and baggage by air is known as :
 (1) Air lift (2) Parcel Fly (3) Carriage (4) Fly Forward
63. Who developed the Jet Engine ?
 (1) Thomas Webcock (2) Frank Whittle
 (3) Wilbur Wright (4) None of the above
64. The total number of ports in India is :
 (1) 221 (2) 222 (3) 223 (4) 224
65. River Tapti originates from :
 (1) Aravalli range (2) Satpura range
 (3) Deccan Plateau (4) Vindhya range
66. What is the total length of the roads in India ?
 (1) 4 million kilometers (2) 4.8 million kilometers
 (3) 5 million kilometers (4) 5.8 million kilometers
67. Which hill station is *not* served by Toy Train ?
 (1) Darjeeling (2) Coonoor
 (3) Mount Abu (4) Matheran
68. In order to promote River Cruise Tourism in India following circuits on National Waterway - 2 (River Brahmaputra) have been identified :
 (1) Guwahati Circuit
 (2) Tezpur Circuit
 (3) Neamati Circuit
 (4) Kolkata Circuit
 (1) (1), (2) and (3) (2) (1), (2) and (4)
 (3) (2), (3) and (4) (4) (1), (3) and (4)
69. In which year the first scheduled railway service was inaugurated in Europe ?
 (1) 1820 (2) 1825 (3) 1830 (4) 1835

70. Scheduled airlines are defined by offering :
- (1) Rentals of planes for specific purposes
 - (2) Air links according to a published schedule
 - (3) Only point-to-point services
 - (4) Ad-hoc charter services
71. The four approaches to knowing answers to research questions, according to Kerlinger, are :
- a. Method of tenacity
 - b. Method of Intuition
 - c. Method of authority
 - d. Method of science
 - e. Method of creativity
 - f. Method of non-functionality
- Options:
- (1) (b), (d), (e) and (f)
 - (2) (c), (d), (e) and (f)
 - (3) (b), (c), (d) and (e)
 - (4) (a), (b), (c) and (d)
72. Qualitative researchers criticize quantitative research for its tendency towards :
- (1) Obsession with creativity
 - (2) Reductionism
 - (3) Emphasis on evidence
 - (4) Focus on empiricism
73. Which of the following features best describe an independent variable in research ?
- (a) It is the cause in the cause-effect relationship.
 - (b) It is the effect in the cause-effect relationship.
 - (c) It is the condition or characteristic which is manipulated in an experimental study.
 - (d) It is the variable which is placed under control.
 - (e) It is a kind of response variable.
- Options :
- (1) (a) and (b)
 - (2) (b) and (c)
 - (3) (a) and (c)
 - (4) (d) and (e)
74. The standard deviation of the binomial distribution is :
- (1) np
 - (2) \sqrt{np}
 - (3) npq
 - (4) \sqrt{npq}
75. Which of the following is **not** correct about the properties of the correlation coefficient ?
- a. Depends on the origin
 - b. Depends on the scale
 - c. Depends on both origin and scale
 - d. Is independent with respect to origin
 - e. Is independent with respect to unit of scale
- Options :
- (1) (a), (d), (e) only
 - (2) (a), (b), (d) only
 - (3) (a), (b), (c) only
 - (4) (d), (e), (b) only

76. Arrange the following stages of research in a proper sequence :

- a. Report writing
- b. Budgeting
- c. Data collection
- d. Field work
- e. Research outcomes

Options :

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

77. One way to measure the extent to which a measure is free of random error is to compute its :

- | | |
|-----------------------------|----------------------------|
| (1) Experimenter's bias | (2) Demand characteristics |
| (3) Test-retest reliability | (4) Content validity |

78. There are 'm' number of favorable cases to event 'A' and 'n' are non- favorable cases, both are equally likely and mutually exclusive, the probability of occurring the event A is $P(A)=m/(m+n)$. This formula corresponds to which one of the following approaches to probability ?

- | | |
|--|---|
| (1) Modern approach to probability | (2) Statistical approach to probability |
| (3) Subjective approach to probability | (4) Classical approach to probability |

79. Match the items of **List I** with the items of **List II** and choose the *correct* answer from the code given below :

List I

- a. X bar chart
- b. P chart
- c. C chart
- d. R chart

List II

- i. Number of defects
- ii. Variation between samples
- iii. Variation within samples
- iv. Proportion of defects

Options :

- (1) (a)-(ii), (b)-(iv), (c)-(i), c-(d)-(iii)
- (2) (a)-(ii), (b)-(iv), (c)-(iii), (d)-(i)
- (3) (a)-(iv), (b)-(ii), (c)-(iii), (d)-(i)
- (4) (a)-(iv), (b)-(ii), (c)-(i), (d)-(iii)

80. Suppose, it is calculated that 'a' is 4 and 'b' is 2 for a particular estimating line with one independent variable. If the independent variable has a value of 5, what value should be expected for the dependent variable' ?

- | | | | |
|--------|--------|--------|-------|
| (1) 11 | (2) 22 | (3) 14 | (4) 6 |
|--------|--------|--------|-------|

D

81. Who is known as the father of Travel Agency business ?
 (1) Thomas Cook (2) Lee and Muirhead
 (3) Jeena & Co. (4) Cox and Kings
82. International Organization which is responsible for environmental sustainability and promotes tourism as a driver of economic growth is classified as :
 (1) United Nations Industrial Commission
 (2) United Nations Environment Programme
 (3) World Tourism Organization
 (4) OPEC
83. An affinity group is the one whose members have :
 (1) Common resources (2) Common culture
 (3) Common interest (4) Uncommon resources but will to succeed
84. Which one of the following is the largest island in the world ?
 (1) Madagascar (2) Great Britain (3) Greenland (4) New Guinea
85. The headquarters of the UNWTO are located in :
 (1) Madrid (Spain) (2) Barcelona (Spain)
 (3) Chicago (USA) (4) Brussels (Belgium)
86. Which of the following pairs are *correctly* matched ?
 (1) Kuchipudi - Madhya Pradesh (2) Kathakali - Kerala
 (3) Bharatnatyam - Andhra Pradesh (4) Kathak - Tamil Nadu
87. Which author has not been involved in the development of typologies of tourism ?
 (1) Erik Cohen (2) Stanley Plog (3) Brian Archer (4) Valene Smith
88. Plog's (1991) tourist typology includes :
 (1) Psychocentric, Midcentric, Allocentric
 (2) Psychocentric, Psychographic, Allocentric
 (3) Near-allocentric, Midcentric, Psychedelic
 (4) Allocentric, Psychocentric, Psychedelic
89. Arrange the following organizations in sequence according to the date of establishment.
 (1) ITDC, IATO, TAAI (2) IATO, ITDC, TAAI
 (3) TAAI, ITDC, IATO (4) ITDC, TAAI, IATO
90. This type of tourism involves the idea of risk and traveling to remote and exotics areas.
 (1) Religious Tourism (2) Adventure Tourism
 (3) Dark Tourism (4) Extreme Tourism
91. The National Action Plan for tourism was announced in which year ?
 (1) 1986 (2) 1992 (3) 1975 (4) 2001

92. Which of the following organization(s) initiated Hotel Energy Solution (HES) ?
(1) UNWTO (2) UNCTAD (3) UFTAA (4) None
93. Who developed the PASLOP technique of Tourism planning ?
(1) Baud-Bovy and Lawson (2) Samuel and Lauren
(3) Harris Peterson and Sheldon (4) Fletcher and Cooper
94. Services demonstrate :
(1) Low-income elasticity of demand
(2) Zero-income elasticity of demand
(3) High-income elasticity of demand
(4) Unit-income elasticity of demand
95. Which of the following could be a cheaper source of finance for a travel company ?
(1) Equity (2) Debt
(3) Retained Earnings (4) None of the above
96. Tourism as a subject is a part of :
(1) Central list (2) State list
(3) Concurrent list (4) Union list
97. Need Hierarchy theory of motivation was propounded by :
(1) Abraham Maslow (2) K. Lauren
(3) F.W. Taylor (4) Henri Fayol
98. Tourism was accorded the status of an industry in which five-year plan of India ?
(1) Sixth (2) Seventh (3) Eighth (4) Ninth
99. Managerial Grid Leadership was developed by :
(1) Rensis Likert (2) Henry Fayol
(3) Paul Hersey (4) Robert Blake and Jane Mouton
100. Name the place which receives maximum rainfall annually
(1) Dharamshala (Himachal Pradesh) (2) Pondicherry
(3) Mawsynram (Meghalaya) (4) Cherapunji (Meghalaya)

Code A	Questions	Ans		CodeB	Ans		Code C	Ans		Code D	Ans
	1	1		1	3		1	2		1	2
	2	3		2	4		2	3		2	1
	3	3		3	4		3	4		3	1
	4	3		4	4		4	1		4	3
	5	1		5	2		5	2		5	2
	6	2		6	3		6	1		6	3
	7	3		7	1		7	4		7	1
	8	1		8	2		8	3		8	2
	9	3		9	4		9	4		9	4
	10	2		10	1		10	2		10	3
	11	3		11	3		11	2		11	1
	12	1		12	2		12	1		12	3
	13	2		13	4		13	1		13	3
	14	2		14	3		14	3		14	3
	15	3		15	4		15	2		15	1
	16	2		16	4		16	3		16	2
	17	4		17	3		17	1		17	3
	18	2		18	1		18	2		18	1
	19	2		19	2		19	4		19	3
	20	3		20	4		20	3		20	2
	21	2		21	2		21	3		21	1
	22	3		22	1		22	1		22	1
	23	4		23	1		23	2		23	3
	24	1		24	3		24	2		24	4
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	26	1		26	3		26	2		26	1
	27	4		27	1		27	4		27	3
	28	3		28	2		28	2		28	4
	29	4		29	4		29	2		29	2
	30	2		30	3		30	3		30	2
	31	3		31	2		31	1		31	3
	32	2		32	3		32	1		32	3
	33	4		33	4		33	3		33	2
	34	3		34	1		34	4		34	4
	35	4		35	2		35	2		35	2
	36	4		36	1		36	1		36	4
	37	3		37	4		37	3		37	3
	38	1		38	3		38	4		38	1
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	44	4		44	4		44	3		44	4
	45	2		45	1		45	1		45	3
	46	4		46	2		46	2		46	1
	47	3		47	1		47	3		47	3
	48	1		48	1		48	1		48	4
	49	2		49	3		49	3		49	1
	50	2		50	3		50	2		50	3
	51	1		51	3		51	3		51	3
	52	1		52	1		52	4		52	2
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	58	4		58	2		58	2		58	1
	59	2		59	2		59	4		59	2
	60	2		60	3		60	1		60	4

	61	4		61	1		61	3		61	2
	62	2		62	1		62	3		62	3
	63	3		63	3		63	2		63	2
	64	4		64	4		64	4		64	4
	65	3		65	2		65	2		65	1
	66	1		66	1		66	4		66	2
	67	3		67	3		67	3		67	1
	68	4		68	4		68	1		68	1
	69	1		69	2		69	2		69	3
	70	3		70	2		70	2		70	3
	71	2		71	1		71	4		71	2
	72	3		72	3		72	2		72	3
	73	2		73	3		73	3		73	4
	74	4		74	3		74	4		74	1
	75	1		75	1		75	3		75	2
	76	2		76	2		76	1		76	1
	77	1		77	3		77	3		77	4
	78	1		78	1		78	4		78	3
	79	3		79	3		79	1		79	4
	80	3		80	2		80	3		80	2
	81	2		81	4		81	3		81	3
	82	1		82	2		82	2		82	4
	83	1		83	3		83	4		83	4
	84	3		84	4		84	3		84	4
	85	2		85	3		85	4		85	2
	86	3		86	1		86	4		86	3
	87	1		87	3		87	3		87	1
	88	2		88	4		88	1		88	2
	89	4		89	1		89	2		89	4
	90	3		90	3		90	4		90	1
	91	3		91	3		91	2		91	3
	92	4		92	3		92	3		92	1
	93	4		93	2		93	2		93	2
	94	4		94	4		94	4		94	2
	95	2		95	2		95	1		95	3
	96	3		96	4		96	2		96	2
	97	1		97	3		97	1		97	4
	98	2		98	1		98	1		98	2
	99	4		99	2		99	3		99	2
	100	1		100	2		100	3		100	3