

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

**A**

**PHD/URS-EE-DEC-2022**

**SET-Y**

**SUBJECT : Tourism Management**

**10013**

Sr. No. ....

Time : 1¼ Hours

Max. Marks : 100

Total Questions : 100

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

Name \_\_\_\_\_ Date of Birth \_\_\_\_\_

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.**
- 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.
- 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.
- Question Booklet along with answer key of all the A, B, C & D code shall be got uploaded on the University website immediately after the conduct of Entrance Examination. Candidates may raise valid objection/complaint if any, with regard to discrepancy in the Question Booklet/Answer Key within 24 hours of uploading the same on the University Website. The complaint be sent by the students to the Controller of Examinations by hand or through email. Thereafter, no complaint in any case, will be considered.
- 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.
- 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.**
- Use only **Black** or **Blue Ball Point Pen** of good quality in the OMR Answer-Sheet.
- 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.**

**PHD/URS-EE-2022/(Tourism Management)(SET-Y)/(A)**

SEAL

A

1. The overall impression that the destination creates in the minds of potential tourists including its functional and symbolic elements, is :
  - (1) Destination Branding
  - (2) Destination Controlling
  - (3) Destination Functioning
  - (4) Destination Positioning
  
2. One of the Push factors in tourism is :
 

(1) Facilities	(2) Prestige
(3) Service	(4) None of the above
  
3. 'Caring for the Earth : A strategy for sustainability' that lists one of its nine principles for sustainable development as to 'enable communities to care for their own environments' was adopted in 1991 by :
 

(1) IUCN	(2) UNWTO
(3) PATA	(4) UNDP
  
4. Tourism that consists of traveling to relatively undisturbed or uncontaminated natural areas with specific objectives of studying, admiring and enjoying the scenery and its wild plants and animals as well as any existing cultural manifestations :
  - (1) Bio-tourism
  - (2) Eco-tourism
  - (3) Sustainable Tourism
  - (4) Wildlife Tourism
  
5. Which one of the following is *not* a segmentation variable as per psychographic segmentation ?
 

(1) Life Style	(2) Personality
(3) Family Life Cycle	(4) Social Class
  
6. Papeete (PPT) comes in the IATA area :
 

(1) TC-I	(2) TC-II
(3) TC-III	(4) Both TC-I & TC-III



7. Which of the following are the requirements prescribed by the Ministry of Tourism, Govt. of India for the approval of travel agencies :

- (i) Have maximum paid up capital
- (ii) Income tax assessee
- (iii) Registered under the Local Shops and Establishment Act
- (iv) Approved by RBI to book foreign tourists

Select the *correct* option :

- (1) (i), (ii) and (iii)
- (2) (i), (iii) and (iv)
- (3) (iii) and (iv)
- (4) (ii), (iii) and (iv)

8. In 1975 the Irritation Index theory was presented by :

- (1) Butler, R.W.
- (2) Roxy, D.C.
- (3) Doxey, G.V.
- (4) Jafari, J.

9. Which of the following is the largest and grandest temple at Khajuraho ?

- (1) Lakshman Temple
- (2) Chaturbhuj Temple
- (3) Chausath-Yogini Temple
- (4) Kandariya Mahadeva Temple

10. Markets segmented into light medium and heavy user groups refers to :

- (1) Psychographic segmentation
- (2) Behavioural segmentation
- (3) Demographic segmentation
- (4) Geographic segmentation

11. Which is the proper progression in Maslow's hierarchy of needs ?

- (1) Physical needs, belonging, safety, esteem and self - actualization
- (2) Safety, physical needs, belonging, esteem and self - actualization
- (3) Physical needs, safety, belonging, self - actualization and esteem
- (4) Physical needs, safety, belonging, esteem and self - actualization

12. Which of the following are biosphere reserves ?

- (i) Nanda Devi
- (ii) Nilgiri
- (iii) Simlipal
- (iv) Dudhwa

Select the **correct** option :

- (1) I, II & III are correct.
  - (2) I & II are correct.
  - (3) I & IV are correct.
  - (4) All are correct.
13. The fares that must be purchased in advance of the departure date and require travel to originate and terminate at the same point is known as :
- (1) Individual fare
  - (2) Group fare
  - (3) Excursion fare
  - (4) Transit fare
14. 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
15. Which one of the following is **correctly** stated ?
- (1) Carrying capacity is measured on the basis of expectation of visitors.
  - (2) Carrying capacity is measured on the basis of the perception of the visitors.
  - (3) Carrying capacity is carried out on the basis of facilities and amenities.
  - (4) Carrying capacity is estimated by taking into tourist foot falls.
16. The correct relationship between TPM, MPM, and EMS is :
- (1)  $EMS = \frac{MPM \times 100}{TPM}$
  - (2)  $EMS = \frac{TPM \times 100}{MPM}$
  - (3)  $TPM = MPM \times EMS$
  - (4)  $MPM = TPM + EMS$



17. Calculate the flying time if a flight leaves Delhi (+0530 Hrs.) at 0625Hrs. and arrives Tokyo (+0900 Hrs) at 1705 Hrs.
- (1) 06 Hrs. 10 Min. (2) 07 Hrs. 10 Min.  
 (3) 06 Hrs. 20 Min. (4) 07 Hrs. 20 Min.
18. When a marketer cannot identify the source of competition and wrongly assumes the industry structure, this behaviour is called :
- (1) Marketing Exopia (2) Marketing Phobia  
 (3) Marketing Myopia (4) Marketing Xenoa
19. His consists of two lists of Natural Vegetation and Wild Life Sanctuaries/National Parks. The candidate has to match an item in one list with an item in the other :

## List – I

(Types of Natural Vegetation)

## List – II

(Name of Wild Life Sanctuaries/National Parks)

- |                              |                |
|------------------------------|----------------|
| a. Tidal forest              | i. Sunder ban  |
| b. Alpine forest             | ii. Dachigam   |
| c. Evergreen forest          | iii. Mudumalai |
| d. Tropical Deciduous forest | iv. Manas      |

**Codes :**

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

20. A suitable example for the Circular trip :

- (1) DEL → KHI → DXB → DEL      (2) DEL → PAR → WAS → TYO → DEL  
 (3) DEL → JAI → BOM → MAA      (4) BOM → CCU → PAT → GWL

21. Which one is *not* a true function of a wholesale tour operator ?

- (1) It assembles the services to be sold in a single price tag.  
 (2) It directly provides ground services at all the places.  
 (3) It makes a direct deal with all principle service providers.  
 (4) It takes care of International transport and departure.

22. According to Getz and Hall, which one of the following is *not* a part of the Five approaches of tourism planning at the destination level ?

- (1) Boosterism  
 (2) An Economic, Industry-oriented Approach  
 (3) Cultural Approach  
 (4) Sustainable Approach

23. **Assertion (A)** : Policy and planning are complementary to each other in laying a solid foundation of tourism development in any country.

**Reason (R)** : Tourism planning is formulated for pro-poor tourism and pro-people tourism.

**Codes :**

- (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.

24. There are four types of International Tourism Organisations. Identify the *correct* order in which they were established ?

- (1) ICAO, PATA, IATA, UFTAA      (2) IATA, ICAO, PATA, UFTAA  
 (3) UFTAA, ICAO, PATA, IATA      (4) ICAO, IATA, PATA, UFTAA



25. The architectural concept of "double dome" was introduced in India by :
- (1) Turks (2) Khaljis  
(3) Tughlaqs (4) Mughals
26. One of the prominent sites of Sufism was the Dargah of Chishti Sufi Shaikh Gesudaraz is situated at :
- (1) Ajmer (2) Delhi  
(3) Multan (4) Gulbarga
27. Closure to the time of travel, pricing powers are with the travel service provider and further from the point of travel, the power is with the traveller. This method of pricing is called :
- (1) Marginal pricing (2) Dynamic pricing  
(3) Auction pricing (4) Base rate pricing
28. The basic philosophy of ecotourism is :
- (1) Tourism needs to be developed in a manner that fits within the natural and cultural environment of a region.  
(2) By paying special attention to the needs of the tourists.  
(3) The carrying capacity of an environment or host community may be increased or decreased.  
(4) Taking steps to promote and protect tourist attractions will create a legacy for future generations.
29. The set of beliefs held about a particular brand is known as the :
- (1) Brand preference  
(2) Brand image  
(3) Brand selection  
(4) Brand recognition
30. Tourism as a subject is a part of :
- (1) Central list (2) State list  
(3) Concurrent list (4) Union list

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31. Who said "There is no tourism without culture" ?
- (1) Herodotus
  - (2) Adams, GD and Kneafsey
  - (3) Jafari, J.
  - (4) Hunziker and Krapf
32. A type of tourist who seeks novelty at all costs even at discomforts and danger and prefers to be a part of community to study the behaviour and culture of the local people :
- (1) Allocentric
  - (2) Mid-centric
  - (3) Psychocentric
  - (4) Drifter
33. The marketing principle concerned within any organisation has to be :
- (1) The close relationship between customer and product
  - (2) The maximum profit to the company
  - (3) The delivery of maximum satisfaction and value to the customer
  - (4) Minimizing cost at every opportunity
34. In which year the Government of India introduced National Action Plan ?
- (1) 1982
  - (2) 1988
  - (3) 1992
  - (4) 2002
35. Which State/Union Territory has the largest number of Wild Life Sanctuaries ?
- (1) Andaman and Nicobar Islands
  - (2) Madhya Pradesh
  - (3) Karnataka
  - (4) Assam
36. Two additional variables to explain service marketing along with product marketing are :
- (1) Physical evidence and Process
  - (2) Placement and Packaging
  - (3) Place and Publicity
  - (4) Partnership and Positioning



37. Gandhara Art is the outcome of :

- (1) Gracco – Roman technique
- (2) Gracco – Bactrian technique
- (3) Gracco – Persian technique
- (4) Gracco – Indian technique

38. This consists of two lists of cities and airline codes. The candidate has to match an item in one list with an item in the other :

List – I	List – II
a. Bagdogra	i. BHJ
b. Bhuj	ii IXR
c. Ranchi	iii BDQ
d. Vadodara	iv IXB

*Codes :*

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

39. The headquarter of ICAO is situated in :

- |              |               |
|--------------|---------------|
| (1) Madrid   | (2) New York  |
| (3) Montreal | (4) Stockholm |

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40. Identify the *correct* sequence of stages in Life Cycle of a resort given by Butler :
- (1) Exploration → Development → Involvement → Consolidation → Stagnation → Decline / Rejuvenation.
  - (2) Exploration → Development → Consolidation → Involvement → Stagnation → Decline / Rejuvenation.
  - (3) Exploration → Involvement → Development → Consolidation → Stagnation → Decline / Rejuvenation.
  - (4) Exploration → Involvement → Consolidation → Development → Stagnation → Decline / Rejuvenation.
41. The United Nations Environmental Program (UNEP) has developed 'Green Code of Ethics' as sustainability initiatives. Find the *correct* title of this code of ethics :
- (1) Code of Sustainable Practice
  - (2) Code of Ethics and Guidelines for Sustainable Tourism
  - (3) Sustainable Tourism Principles
  - (4) Environmental Codes of Conduct for Tourism
42. In September 2015, India has signed an agreement with UNESCO to establish the world's first center for conservation of 'natural' heritage sites at :
- |                |              |
|----------------|--------------|
| (1) Dehradun   | (2) Nainital |
| (3) Kodaikanal | (4) Shimla   |
43. Which International agency provides funds for Endogenous Tourism Projects ?
- |            |           |
|------------|-----------|
| (1) UNESCO | (2) UNDP  |
| (3) UNEP   | (4) UNWTO |
44. Which International Conference and Declaration is *not* associated with Climate Change and Tourism ?
- (1) Doha Declaration
  - (2) Djerba Declaration
  - (3) Kyoto Protocol
  - (4) Cape Town Declaration

45. The overall impression that the destination creates in the minds of potential tourists including its functional and symbolic elements, is :
- (1) Destination Effect (2) Destination Positioning  
(3) Destination Branding (4) Destination Controlling
46. The customer participates in the delivery of most hospitality and travel products. There are three phases to this involvement. These are joining, consumption :
- (1) Attachment (2) Detachment  
(3) Diversification (4) Segmentation
47. Which one of the following is the popular air-based tourist destination ?
- (1) Solang Nala (2) Bir Billing  
(3) Jaipur (4) All of the above
48. Which of the following is *not* correctly stated ?
- (1) Gujarat is famous for Orchids.  
(2) Kalimpong Hill Station is located in West Bengal.  
(3) Rohtang Pass is situated in Himachal Pradesh.  
(4) Environment Protection Act is passed in 1986.
49. Which of the following National park is situated in Madhya Pradesh ?
- (1) Kangar Valley National Park  
(2) Pench National Park  
(3) Simlipal National Park  
(4) Namdapha National Park
50. Which one of the following abbreviations is *not* correctly matched ?
- (1) FIT – Free Individual Traveller  
(2) GIT – Group Inclusive Traveller  
(3) SIT – Special Interest Travel  
(4) CVGR – Company Volume Group Receipts



51. As per India Tourism Statistics 2017 which one was *not* international check post for foreign tourist arrivals in India in 2016 ?
- (1) Delhi (2) Jaipur  
(3) Goa (4) Haridaspur
52. Panna Tiger Reserve is Spread over the Panna and Chhatarpur districts. The terrain consists of Extensive plateaus and gorges. The Plateaus are the part of :
- (1) Aravelli range (2) Vindhya range  
(3) Himalayan range (4) Karakoram Mountain range
53. The world Heritage programme that catalogues and conserves sites of outstanding Cultural and Natural importance is run by :
- (1) UNICEF (2) UNESCO  
(3) WHO (4) INTACH
54. The Minimum number of Lettable rooms, with all rooms having provision of outside windows and/or ventilation for any star rating category, as per latest guidelines issued by Ministry of Tourism, Govt. of India (2018) is :
- (1) 25 (2) 15  
(3) 100 (4) 10
55. Which amongst the following is a Heritage Hotel ?
- (1) Taj Lake Palace, Udaipur  
(2) Oberoi Udaivilas, Udaipur  
(3) The Leela Palace, Udaipur  
(4) Radisson Blu, Udaipur
56. Established by Ms. Travis Kalanick and Mr. Garrett Camp in 2009, Uber cabs by its head office is :
- (1) London (2) San Francisco-California  
(3) New Delhi (4) Tokyo
57. Mascot of Indian Railways is :
- (1) Maharaja (Emperor) (2) Bholu - An Elephant  
(3) Panda (4) Tiger

58. Golden quadrilateral is highway network connecting Many of the Major industrial, agricultural and cultural centers of India Comprises :
- (1) Chennai, Kolkata, Delhi, Mumbai
  - (2) Srinagar, Kanyakumari, Gandhi Nagar, Kolkata
  - (3) Dehradun, Rajkot, Bengaluru, Patna
  - (4) Delhi, Gandhi Nagar, Puducherry, Shilong
59. Kazi Nazrul Islam Airport is located at :
- (1) Raipur
  - (2) Durgapur
  - (3) Ranchi
  - (4) Srinagar
60. First Shatabdi Express (1988) Operated between :
- (1) New Delhi – Jhansi
  - (2) New Delhi – Chandigarh
  - (3) New Delhi – Amritsar
  - (4) New Delhi – Dehradun
61. Eravikulam National Park is located in the state of :
- (1) Karnataka
  - (2) Andhra Pradesh
  - (3) Kerala
  - (4) Tamil Nadu
62. Who amongst the following is the founder of Red Bus. in ?
- (1) Ritesh Agarwal
  - (2) Phanindra Sama
  - (3) Ashish Kashyap
  - (4) Subhash Goyal
63. Who is the founder of 'cleartrip' ?
- (1) Vinay Gupta
  - (2) Krishna Mohan Alapati
  - (3) Stuart Crighton and Hrush Bhatt
  - (4) Dhruv Shringi, Manish Amin and Sabina Chopra

64. 'One Currency card' and 'Borderless prepaid card' are the foreign exchange services offered by :
- (1) Thomas Cook
  - (2) Coxand kings
  - (3) Akbar Travels
  - (4) American express
65. Flag Air Carrier of UAE is :
- (1) Emirates
  - (2) Etihad
  - (3) Asiana
  - (4) Aer Lingus
66. The Ker plant also grows in ..... continent of the World.
- (1) Europe
  - (2) America
  - (3) Africa
  - (4) Australia
67. Under inflationary conditions, FIFO Method of inventory valuation leads to :
- (1) Low Profit
  - (2) High Profit
  - (3) Higher Sales
  - (4) No change in Sales
68. Which one of the following is *not* an assumption of Walter's Model of divided policy ?
- (1) Constant internal rate of return
  - (2) Constant cost of equity capital
  - (3) 100% Payout or retention
  - (4) No internal financing
69. Launching a Product in a small part of market is called :
- (1) Commercialization
  - (2) Competitive analysis
  - (3) Competitive response
  - (4) Test Marketing
70. Working Capital Leverage Measures the sensitivity of :
- (1) EPS change in the level of current assets
  - (2) ROCE to changes in the level of net current assets
  - (3) EPS to changes in the level of net current assets
  - (4) ROCE to changes in the level of current assets



71. In 1975 Doxey developed the 'Index of Tourist irritation' by studying the responses of residents of :
- (1) Both Caribbean and Canada
  - (2) Both Canada and Croatia
  - (3) Cyprus only
  - (4) Croatia only
72. This Sociological phenomenon is of anthropological concern in Tourism with its homogenization of cultures throughout the world, and a loss of Uniqueness for destinations. Identify the term used for above Phenomenon from the following :
- (1) Commodification
  - (2) Authenticity
  - (3) MC Donaldization
  - (4) Irridex index
73. They demand authentic but higher standard accommodation, travel for shorter periods and have higher daily expenditures. these are characteristics of :
- (1) Flashpackers
  - (2) Mass Backpackers
  - (3) Hard-Core Backpackers
  - (4) Grey Packers
74. Which of the following is a Certification Programme originally developed by World Travel and Tourism Council, with the aim of assisting organisations in the Tourism industry to achieve sustainable Tourism ?
- (1) Green Globe
  - (2) Green Key
  - (3) Green Flag International
  - (4) Green Seal
75. How Many Cultural Sites are there in UNESCOS World Heritage Sites in India ?
- (1) 35
  - (2) 30
  - (3) 10
  - (4) 50

A

76. This fair is based on the legend of Draupadi, Swayamvara and is a celebration of Folk dance, Music, Costumes and is centered around young tribal men and women seeking Marringae Partners it is :
- (1) Ambulbasi fair
  - (2) Tarnetar fair
  - (3) Kolayat fair
  - (4) Chandrabhaga mela
77. Name the Place where the holy river Narmada has its origin :
- (1) Amarkantaka
  - (2) Bastar
  - (3) Bhedaghat
  - (4) Omkareshwar
78. Name the Buddhist Archaeological site belonging to 3rd and 4th Century AD, excavated in 1960, that has been sub merged due to Construction of dam :
- (1) Devni Mori
  - (2) Ratnagiri
  - (3) Piprahawa
  - (4) Amravati
79. Charbagh Railway Station is in .....
- (1) Jodhpur
  - (2) Lucknow
  - (3) Moradabad
  - (4) Habibganj

80. .... has been internationally recognized as a symbol of Hospitality and a sign of friendliness, warmth cheer, graciousness and conviviality.
- (1) Pineapple (2) Mango  
(3) Orange (4) Apple
81. A document necessarily to be maintained by lodging establishments to keep a record of all Visitors staying in the unit is known as :
- (1) 'F' Form (2) 'C' Form  
(3) Visitors Book (4) Departure Report
82. 'Trancheur' in Hotels is responsible for :
- (1) Pot Washing (2) Carving  
(3) Pest Control (4) Soup Service
83. The founder of MERU cabs is :
- (1) Naresh Goyal  
(2) Neeraj Gupta  
(3) Bhavish Aggarwal  
(4) Warren Avis
84. For a stretcher Patient, an airline charges for ..... seat.
- (1) One (2) Two  
(3) Three (4) Four



85. Which among the following is *not* a UNESCO World Heritage site ?
- (1) Nilgiri Mountain Railway
  - (2) Chhatrapati Shivaji Terminus
  - (3) Kalka Shimla Railway
  - (4) Charbagh Railway Station
86. Who is associated with GO Air, Launched in 2005 in India ?
- (1) Jehangir Wadia
  - (2) Ajay Singh
  - (3) Rahul Bhatia and Rakesh Gangwal
  - (4) Natrajan Chandrasekaran
87. Indian Railways has launched India's first glass ceiling Vistadome Coach in 2017 to :
- (1) Experience the Scenic Araru Valley
  - (2) Experience Kangra Valley
  - (3) Experience Valley of Flowers
  - (4) Experience Dibang Valley
88. When was the 2nd "International Conference on Responsible Tourism" held ?
- (1) 2002
  - (2) 2004
  - (3) 2008
  - (4) 2010

89. Which one of the following is *not* an airlines GDS ?
- (1) Galileo (2) World Spam  
(3) Amadeus (4) Concert
90. Which one of the following is *not* an appropriate Marketing Strategy in growth stage of the Product Life Cycle (PLC) ?
- (1) Market Modification  
(2) Product Modification  
(3) Marketing Mix Modification  
(4) Market Penetration
91. The Controllable Variables that a company puts together to satisfy a target group, is called the :
- (1) Marketing Strategy  
(2) Marketing Mix  
(3) Strategic Planning  
(4) Marketing Concept
92. I × A is the IATA code for which of the following City ?
- (1) Allahabad  
(2) Ambala  
(3) Aurangabad  
(4) Agartala

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93. Who from the following plays the roles of figurehead, spokes person and negotiator in a typical tourism organizations ?
- (1) A Sales Manager
  - (2) A Production Manager
  - (3) A Product Development Manager
  - (4) A First Line Supervisor
94. The everyday tasks of management include :
- (1) Planning and Creativity
  - (2) Planning and Leading
  - (3) Publicity and Loss adjustment
  - (4) Plotting and Leading
95. Establishing Challenging Goals, asking performance improvement and displaying confidence that people will exert high levels of effort are associated with which element of the path goal approach to leadership ?
- (1) Supportive Leadership
  - (2) Participative Leadership
  - (3) Transformational Leadership
  - (4) Achievement Oriented Leadership
96. Select the statement about business communication that is **not** true :
- (1) Upward and downward.
  - (2) It takes many forms, oral, print and electronic.
  - (3) One is judged by professional expertise and not by one's communication skills in business.
  - (4) If one communicates well, one is likely to be promoted.



97. A Guest who comes to hotel without prior Reservation for a guest room is called as :
- (1) Company guest
  - (2) In house guest
  - (3) Walk in
  - (4) Walking
98. In the airline parlance DBML Stand for :
- (1) Double meal
  - (2) Diplomatic Business Meal
  - (3) Deluxe Meal
  - (4) Diabetic Meal
99. 'A Dummy Waiter' in a hotel :
- (1) Assists differently abled guest
  - (2) Review guest activities
  - (3) Provides Minor service for Guests
  - (4) Provides assistance to servers as side station
100. Which is the highest mountain railway station in India ?
- (1) Ghum on the Darjeeling Himalayan Railway
  - (2) Kalka on the Shimla Mountain Railway
  - (3) Matheran on Western Hill Railway
  - (4) Coonoor on the Nilgiri Mountain Railway

Total No. of Printed Pages : 21

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SET-Y

B

PHD/URS-EE-DEC-2022

SUBJECT : Tourism Management

10014

Sr. No. ....

Time : 1¼ Hours

Max. Marks : 100

Total Questions : 100

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

Name \_\_\_\_\_ Date of Birth \_\_\_\_\_

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 shall be got uploaded on the University website immediately after the conduct of Entrance Examination. Candidates may raise valid objection/complaint if any, with regard to discrepancy in the Question Booklet/Answer Key within 24 hours of uploading the same on the University Website. The complaint be sent by the students to the Controller of Examinations by hand or through email. 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.**

PHD/URS-EE-2022/(Tourism Management)(SET-Y)/(B)

SEAL

1. Which is the proper progression in Maslow's hierarchy of needs ?
  - (1) Physical needs, belonging, safety, esteem and self - actualization
  - (2) Safety, physical needs, belonging, esteem and self - actualization
  - (3) Physical needs, safety, belonging, self - actualization and esteem
  - (4) Physical needs, safety, belonging, esteem and self - actualization
  
2. Which of the following are biosphere reserves ?
  - (i) Nanda Devi
  - (ii) Nilgiri
  - (iii) Simlipal
  - (iv) DudhwaSelect the **correct** option :
  - (1) I, II & III are correct.
  - (2) I & II are correct.
  - (3) I & IV are correct.
  - (4) All are correct.
  
3. The fares that must be purchased in advance of the departure date and require travel to originate and terminate at the same point is known as :
  - (1) Individual fare
  - (2) Group fare
  - (3) Excursion fare
  - (4) Transit fare
  
4. 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
  
5. Which one of the following is **correctly** stated ?
  - (1) Carrying capacity is measured on the basis of expectation of visitors.
  - (2) Carrying capacity is measured on the basis of the perception of the visitors.
  - (3) Carrying capacity is carried out on the basis of facilities and amenities.
  - (4) Carrying capacity is estimated by taking into tourist foot falls.



6. The correct relationship between TPM, MPM, and EMS is :

$$(1) \text{ EMS} = \frac{\text{MPM} \times 100}{\text{TPM}}$$

$$(2) \text{ EMS} = \frac{\text{TPM} \times 100}{\text{MPM}}$$

$$(3) \text{ TPM} = \text{MPM} \times \text{EMS}$$

$$(4) \text{ MPM} = \text{TPM} + \text{EMS}$$

7. Calculate the flying time if a flight leaves Delhi (+0530 Hrs.) at 0625Hrs. and arrives Tokyo (+0900 Hrs) at 1705 Hrs.

(1) 06 Hrs. 10 Min.

(2) 07 Hrs. 10 Min.

(3) 06 Hrs. 20 Min.

(4) 07 Hrs. 20 Min.

8. When a marketer cannot identify the source of competition and wrongly assumes the industry structure, this behaviour is called :

(1) Marketing Exopia

(2) Marketing Phobia

(3) Marketing Myopia

(4) Marketing Xenoa

9. His consists of two lists of Natural Vegetation and Wild Life Sanctuaries/National Parks. The candidate has to match an item in one list with an item in the other :

**List – I**

**(Types of Natural Vegetation)**

- a. Tidal forest  
b. Alpine forest  
c. Evergreen forest  
d. Tropical Deciduous forest

**List – II**

**(Name of Wild Life Sanctuaries/National Parks)**

- i. Sunder ban  
ii. Dachigam  
iii. Mudumalai  
iv. Manas

**Codes :**

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



- 10.** A suitable example for the Circular trip :
- (1) DEL → KHI → DXB → DEL      (2) DEL → PAR → WAS → TYO → DEL  
(3) DEL → JAI → BOM → MAA      (4) BOM → CCU → PAT → GWL
- 11.** The Controllable Variables that a company puts together to satisfy a target group, is called the :
- (1) Marketing Strategy  
(2) Marketing Mix  
(3) Strategic Planning  
(4) Marketing Concept
- 12.** I × A is the IATA code for which of the following City ?
- (1) Allahabad  
(2) Ambala  
(3) Aurangabad  
(4) Agartala
- 13.** Who from the following plays the roles of figurehead, spokes person and negotiator in a typical tourism organizations ?
- (1) A Sales Manager  
(2) A Production Manager  
(3) A Product Development Manager  
(4) A First Line Supervisor

14. The everyday tasks of management include :
- (1) Planning and Creativity
  - (2) Planning and Leading
  - (3) Publicity and Loss adjustment
  - (4) Plotting and Leading
15. Establishing Challenging Goals, asking performance improvement and displaying confidence that people will exert high levels of effort are associated with which element of the path goal approach to leadership ?
- (1) Supportive Leadership
  - (2) Participative Leadership
  - (3) Transformational Leadership
  - (4) Achievement Oriented Leadership
16. Select the statement about business communication that is *not* true :
- (1) Upward and downward.
  - (2) It takes many forms, oral, print and electronic.
  - (3) One is judged by professional expertise and not by one's communication skills in business.
  - (4) If one communicates well, one is likely to be promoted.
17. A Guest who comes to hotel without prior Reservation for a guest room is called as :
- |                   |                    |
|-------------------|--------------------|
| (1) Company guest | (2) In house guest |
| (3) Walk in       | (4) Walking        |
18. In the airline parlance DBML Stand for :
- |                 |                              |
|-----------------|------------------------------|
| (1) Double meal | (2) Diplomatic Business Meal |
| (3) Deluxe Meal | (4) Diabetic Meal            |

19. 'A Dummy Waiter' in a hotel :

- (1) Assists differently abled guest
- (2) Review guest activities
- (3) Provides Minor service for Guests
- (4) Provides assistance to servers as side station

20. Which is the highest mountain railway station in India ?

- (1) Ghum on the Darjeeling Himalayan Railway
- (2) Kalka on the Shimla Mountain Railway
- (3) Matheran on Western Hill Railway
- (4) Coonoor on the Nilgiri Mountain Railway

21. In 1975 Doxey developed the 'Index of Tourist irritation' by studying the responses of residents of :

- (1) Both Caribbean and Canada
- (2) Both Canada and Croatia
- (3) Cyprus only
- (4) Croatia only

22. This Sociological phenomenon is of anthropological concern in Tourism with its homogenization of cultures throughout the world, and a loss of Uniqueness for destinations. Identify the term used for above Phenomenon from the following :

- (1) Commodification
- (2) Authenticity
- (3) MC Donaldization
- (4) Irridex index

23. They demand authentic but higher standard accommodation, travel for shorter periods and have higher daily expenditures. these are characteristics of :
- (1) Flashpackers
  - (2) Mass Backpackers
  - (3) Hard-Core Backpackers
  - (4) Grey Packers
24. Which of the following is a Certification Programme originally developed by World Travel and Tourism Council, with the aim of assisting organisations in the Tourism industry to achieve sustainable Tourism ?
- (1) Green Globe
  - (2) Green Key
  - (3) Green Flag International
  - (4) Green Seal
25. How Many Cultural Sites are there in UNESCOS World Heritage Sites in India ?
- (1) 35
  - (2) 30
  - (3) 10
  - (4) 50
26. This fair is based on the legend of Draupadi, Swayamvara and is a celebration of Folk dance, Music, Costumes and is centered around young tribal men and women seeking Marringae Partners it is :
- (1) Ambulbasi fair
  - (2) Tarnetar fair
  - (3) Kolayat fair
  - (4) Chandrabhaga mela
27. Name the Place where the holy river Narmada has its origin :
- (1) Amarkantaka
  - (2) Bastar
  - (3) Bhedaghat
  - (4) Omkareshwar



28. Name the Buddhist Archaeological site belonging to 3rd and 4th Century AD, excavated in 1960, that has been sub merged due to Construction of dam :
- (1) Devni Mori (2) Ratnagiri  
(3) Piprahawa (4) Amravati
29. Charbagh Railway Station is in .....
- (1) Jodhpur (2) Lucknow  
(3) Moradabad (4) Habibganj
30. .... has been internationally recognized as a symbol of Hospitality and a sign of friendliness, warmth cheer, graciousness and conviviality.
- (1) Pineapple (2) Mango  
(3) Orange (4) Apple
31. Asper India Tourism Statistics 2017 which one was *not* international check post for foreign tourist arrivals in India in 2016 ?
- (1) Delhi (2) Jaipur  
(3) Goa (4) Haridaspur
32. Panna Tiger Reserve is Spread over the Panna and Chhatarpur districts. The terrain consists of Extensive plateaus and gorges. The Plateaus are the part of :
- (1) Aravelli range (2) Vindhyachal range  
(3) Himalayan range (4) Karakoram Mountain range
33. The world Heritage programme that catalogues and conserves sites of outstanding Cultural and Natural importance is run by :
- (1) UNICEF (2) UNESCO  
(3) WHO (4) INTACH

34. The Minimum number of Lettable rooms, with all rooms having provision of outside windows and/or ventilation for any star rating category, as per latest guidelines issued by Ministry of Tourism, Govt. of India (2018) is :
- (1) 25 (2) 15  
(3) 100 (4) 10
35. Which amongst the following is a Heritage Hotel ?
- (1) Taj Lake Palace, Udaipur  
(2) Oberoi Udaivilas, Udaipur  
(3) The Leela Palace, Udaipur  
(4) Radisson Blu, Udaipur
36. Established by Ms. Travis Kalanick and Mr. Garrett Camp in 2009, Uber cabs by its head office is :
- (1) London (2) San Francisco-California  
(3) New Delhi (4) Tokyo
37. Mascot of Indian Railways is :
- (1) Maharaja (Emperor) (2) Bholu - An Elephant  
(3) Panda (4) Tiger
38. Golden quadrilateral is highway network connecting Many of the Major industrial, agricultural and cultural centers of India Comprises :
- (1) Chennai, Kolkata, Delhi, Mumbai  
(2) Srinagar, Kanyakumari, Gandhi Nagar, Kolkata  
(3) Dehradun, Rajkot, Bengaluru, Patna  
(4) Delhi, Gandhi Nagar, Puducherry, Shilong
39. Kazi Nazrul Islam Airport is located at :
- (1) Raipur (2) Durgapur  
(3) Ranchi (4) Srinagar

40. First Shatabdi Express (1988) Operated between :
- (1) New Delhi – Jhansi
  - (2) New Delhi – Chandigarh
  - (3) New Delhi – Amritsar
  - (4) New Delhi – Dehradun
41. Who said "There is no tourism without culture" ?
- (1) Herodotus
  - (2) Adams, GD and Kneafsey
  - (3) Jafari, J.
  - (4) Hunziker and Krapf
42. A type of tourist who seeks novelty at all costs even at discomforts and danger and prefers to be a part of community to study the behaviour and culture of the local people :
- (1) Allocentric
  - (2) Mid-centric
  - (3) Psychocentric
  - (4) Drifter
43. The marketing principle concerned within any organisation has to be :
- (1) The close relationship between customer and product
  - (2) The maximum profit to the company
  - (3) The delivery of maximum satisfaction and value to the customer
  - (4) Minimizing cost at every opportunity
44. In which year the Government of India introduced National Action Plan ?
- (1) 1982
  - (2) 1988
  - (3) 1992
  - (4) 2002
45. Which State/Union Territory has the largest number of Wild Life Sanctuaries ?
- (1) Andaman and Nicobar Islands
  - (2) Madhya Pradesh
  - (3) Karnataka
  - (4) Assam

46. Two additional variables to explain service marketing along with product marketing are :
- (1) Physical evidence and Process
  - (2) Placement and Packaging
  - (3) Place and Publicity
  - (4) Partnership and Positioning
47. Gandhara Art is the outcome of :
- (1) Gracco – Roman technique
  - (2) Gracco – Bactrian technique
  - (3) Gracco – Persian technique
  - (4) Gracco – Indian technique
48. This consists of two lists of cities and airline codes. The candidate has to match an item in one list with an item in the other :

**List – I**

- a. Bagdogra
- b. Bhuj
- c. Ranchi
- d. Vadodara

**List – II**

- i. BHJ
- ii. IXR
- iii. BDQ
- iv. IXB

**Codes :**

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



49. The headquarter of ICAO is situated in :

- |              |               |
|--------------|---------------|
| (1) Madrid   | (2) New York  |
| (3) Montreal | (4) Stockholm |

50. Identify the *correct* sequence of stages in Life Cycle of a resort given by Butler :

- (1) Exploration → Development → Involvement → Consolidation → Stagnation → Decline / Rejuvenation.
- (2) Exploration → Development → Consolidation → Involvement → Stagnation → Decline / Rejuvenation.
- (3) Exploration → Involvement → Development → Consolidation → Stagnation → Decline / Rejuvenation.
- (4) Exploration → Involvement → Consolidation → Development → Stagnation → Decline / Rejuvenation.

51. Which one is *not* a true function of a wholesale tour operator ?

- (1) It assembles the services to be sold in a single price tag.
- (2) It directly provides ground services at all the places.
- (3) It makes a direct deal with all principle service providers.
- (4) It takes care of International transport and departure.

52. According to Getz and Hall, which one of the following is *not* a part of the Five approaches of tourism planning at the destination level ?

- (1) Boosterism
- (2) An Economic, Industry-oriented Approach
- (3) Cultural Approach
- (4) Sustainable Approach

**53. Assertion (A) :** Policy and planning are complementary to each other in laying a solid foundation of tourism development in any country.

**Reason (R) :** Tourism planning is formulated for pro-poor tourism and pro-people tourism.

**Codes :**

- (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.

**54.** There are four types of International Tourism Organisations. Identify the *correct* order in which they were established ?

- (1) ICAO, PATA, IATA, UFTAA
- (2) IATA, ICAO, PATA, UFTAA
- (3) UFTAA, ICAO, PATA, IATA
- (4) ICAO, IATA, PATA, UFTAA

**55.** The architectural concept of "double dome" was introduced in India by :

- (1) Turks
- (2) Khaljis
- (3) Tughlaqs
- (4) Mughals

**56.** One of the prominent sites of Sufism was the Dargah of Chishti Sufi Shaikh Gesudaraz is situated at :

- (1) Ajmer
- (2) Delhi
- (3) Multan
- (4) Gulbarga

**57.** Closure to the time of travel, pricing powers are with the travel service provider and further from the point of travel, the power is with the traveller. This method of pricing is called :

- (1) Marginal pricing
- (2) Dynamic pricing
- (3) Auction pricing
- (4) Base rate pricing

58. The basic philosophy of ecotourism is :
- (1) Tourism needs to be developed in a manner that fits within the natural and cultural environment of a region.
  - (2) By paying special attention to the needs of the tourists.
  - (3) The carrying capacity of an environment or host community may be increased or decreased.
  - (4) Taking steps to promote and protect tourist attractions will create a legacy for future generations.
59. The set of beliefs held about a particular brand is known as the :
- (1) Brand preference
  - (2) Brand image
  - (3) Brand selection
  - (4) Brand recognition
60. Tourism as a subject is a part of :
- |                     |                |
|---------------------|----------------|
| (1) Central list    | (2) State list |
| (3) Concurrent list | (4) Union list |
61. The United Nations Environmental Program (UNEP) has developed 'Green Code of Ethics' as sustainability initiatives. Find the *correct* title of this code of ethics :
- (1) Code of Sustainable Practice
  - (2) Code of Ethics and Guidelines for Sustainable Tourism
  - (3) Sustainable Tourism Principles
  - (4) Environmental Codes of Conduct for Tourism
62. In September 2015, India has signed an agreement with UNESCO to establish the world's first center for conservation of 'natural' heritage sites at :
- |                |              |
|----------------|--------------|
| (1) Dehradun   | (2) Nainital |
| (3) Kodaikanal | (4) Shimla   |

63. Which International agency provides funds for Endogenous Tourism Projects ?
- (1) UNESCO (2) UNDP  
(3) UNEP (4) UNWTO
64. Which International Conference and Declaration is *not* associated with Climate Change and Tourism ?
- (1) Doha Declaration  
(2) Djerba Declaration  
(3) Kyoto Protocol  
(4) Cape Town Declaration
65. The overall impression that the destination creates in the minds of potential tourists including its functional and symbolic elements, is :
- (1) Destination Effect (2) Destination Positioning  
(3) Destination Branding (4) Destination Controlling
66. The customer participates in the delivery of most hospitality and travel products. There are three phases to this involvement. These are joining, consumption :
- (1) Attachment (2) Detachment  
(3) Diversification (4) Segmentation
67. Which one of the following is the popular air-based tourist destination ?
- (1) Solang Nala (2) Bir Billing  
(3) Jaipur (4) All of the above
68. Which of the following is *not* correctly stated ?
- (1) Gujarat is famous for Orchids.  
(2) Kalimpong Hill Station is located in West Bengal.  
(3) Rohtang Pass is situated in Himachal Pradesh.  
(4) Environment Protection Act is passed in 1986.



69. Which of the following National park is situated in Madhya Pradesh ?
- (1) Kangar Valley National Park
  - (2) Pench National Park
  - (3) Simlipal National Park
  - (4) Namdapha National Park
70. Which one of the following abbreviations is *not* correctly matched ?
- (1) FIT – Free Individual Traveller
  - (2) GIT – Group Inclusive Traveller
  - (3) SIT – Special Interest Travel
  - (4) CVGR – Company Volume Group Receipts
71. Eravikulam National Park is located in the state of :
- (1) Karnataka
  - (2) Andhra Pradesh
  - (3) Kerala
  - (4) Tamil Nadu
72. Who amongst the following is the founder of Red Bus. in ?
- |                    |                    |
|--------------------|--------------------|
| (1) Ritesh Agarwal | (2) Phanindra Sama |
| (3) Ashish Kashyap | (4) Subhash Goyal  |
73. Who is the founder of 'cleartrip' ?
- (1) Vinay Gupta
  - (2) Krishna Mohan Alapati
  - (3) Stuart Crighton and Hrush Bhatt
  - (4) Dhruv Shringi, Manish Amin and Sabina Chopra
74. 'One Currency card' and 'Borderless prepaid card' are the foreign exchange services offered by :
- |                   |                      |
|-------------------|----------------------|
| (1) Thomas Cook   | (2) Coxand kings     |
| (3) Akbar Travels | (4) American express |

75. Flag Air Carrier of UAE is :
- (1) Emirates (2) Etihad  
(3) Asiana (4) Aer Lingus
76. The Ker plant also grows in ..... continent of the World.
- (1) Europe (2) America  
(3) Africa (4) Australia
77. Under inflationary conditions, FIFO Method of inventory valuation leads to :
- (1) Low Profit (2) High Profit  
(3) Higher Sales (4) No change in Sales
78. Which one of the following is *not* an assumption of Walter's Model of divided policy ?
- (1) Constant internal rate of return  
(2) Constant cost of equity capital  
(3) 100% Payout or retention  
(4) No internal financing
79. Launching a Product in a small part of market is called :
- (1) Commercialization (2) Competitive analysis  
(3) Competitive response (4) Test Marketing
80. Working Capital Leverage Measures the sensitivity of :
- (1) EPS change in the level of current assets  
(2) ROCE to changes in the level of net current assets  
(3) EPS to changes in the level of net current assets  
(4) ROCE to changes in the level of current assets

81. The overall impression that the destination creates in the minds of potential tourists including its functional and symbolic elements, is :
- (1) Destination Branding
  - (2) Destination Controlling
  - (3) Destination Functioning
  - (4) Destination Positioning
82. One of the Push factors in tourism is :
- (1) Facilities
  - (2) Prestige
  - (3) Service
  - (4) None of the above
83. 'Caring for the Earth : A strategy for sustainability' that lists one of its nine principles for sustainable development as to 'enable communities to care for their own environments' was adopted in 1991 by :
- (1) IUCN
  - (2) UNWTO
  - (3) PATA
  - (4) UNDP
84. Tourism that consists of traveling to relatively undisturbed or uncontaminated natural areas with specific objectives of studying, admiring and enjoying the scenery and its wild plants and animals as well as any existing cultural manifestations :
- (1) Bio-tourism
  - (2) Eco-tourism
  - (3) Sustainable Tourism
  - (4) Wildlife Tourism
85. Which one of the following is *not* a segmentation variable as per psychographic segmentation ?
- (1) Life Style
  - (2) Personality
  - (3) Family Life Cycle
  - (4) Social Class

86. Papeete (PPT) comes in the IATA area :

- (1) TC-I (2) TC-II  
(3) TC-III (4) Both TC-I & TC-III

87. Which of the following are the requirements prescribed by the Ministry of Tourism, Govt. of India for the approval of travel agencies :

- (i) Have maximum paid up capital  
(ii) Income tax assessee  
(iii) Registered under the Local Shops and Establishment Act  
(iv) Approved by RBI to book foreign tourists

Select the *correct* option :

- (1) (i), (ii) and (iii) (2) (i), (iii) and (iv)  
(3) (iii) and (iv) (4) (ii), (iii) and (iv)

88. In 1975 the Irritation Index theory was presented by :

- (1) Butler, R.W. (2) Roxy, D.C.  
(3) Doxey, G.V. (4) Jafari, J.

89. Which of the following is the largest and grandest temple at Khajuraho ?

- (1) Lakshman Temple  
(2) Chaturbhuj Temple  
(3) Chausath-Yogini Temple  
(4) Kandariya Mahadeva Temple

90. Markets segmented into light medium and heavy user groups refers to :

- (1) Psychographic segmentation  
(2) Behavioural segmentation  
(3) Demographic segmentation  
(4) Geographic segmentation



B

91. A document necessarily to be maintained by lodging establishments to keep a record of all Visitors staying in the unit is known as :

- |                   |                      |
|-------------------|----------------------|
| (1) 'F' Form      | (2) 'C' Form         |
| (3) Visitors Book | (4) Departure Report |

92. 'Trancheur' in Hotels is responsible for :

- |                  |                  |
|------------------|------------------|
| (1) Pot Washing  | (2) Carving      |
| (3) Pest Control | (4) Soup Service |

93. The founder of MERU cabs is :

- (1) Naresh Goyal
- (2) Neeraj Gupta
- (3) Bhavish Aggarwal
- (4) Warren Avis

94. For a stretcher Patient, an airline charges for ..... seat.

- |           |          |
|-----------|----------|
| (1) One   | (2) Two  |
| (3) Three | (4) Four |

95. Which among the following is *not* a UNESCO World Heritage site ?

- (1) Nilgiri Mountain Railway
- (2) Chhatrapati Shivaji Terminus
- (3) Kalka Shimla Railway
- (4) Charbagh Railway Station

96. Who is associated with GO Air, Launched in 2005 in India ?
- (1) Jehangir Wadia
  - (2) Ajay Singh
  - (3) Rahul Bhatia and Rakesh Gangwal
  - (4) Natrajan Chandrasekaran
97. Indian Railways has launched India's first glass ceiling Vistadome Coach in 2017 to :
- (1) Experience the Scenic Araru Valley
  - (2) Experience Kangra Valley
  - (3) Experience Valley of Flowers
  - (4) Experience Dibang Valley
98. When was the 2nd "International Conference on Responsible Tourism" held ?
- |          |          |
|----------|----------|
| (1) 2002 | (2) 2004 |
| (3) 2008 | (4) 2010 |
99. Which one of the following is *not* an airlines GDS ?
- |             |                |
|-------------|----------------|
| (1) Galileo | (2) World Spam |
| (3) Amadeus | (4) Concert    |
100. Which one of the following is *not* an appropriate Marketing Strategy in growth stage of the Product Life Cycle (PLC) ?
- |                                |                          |
|--------------------------------|--------------------------|
| (1) Market Modification        | (2) Product Modification |
| (3) Marketing Mix Modification | (4) Market Penetration   |

Total No. of Printed Pages : 21

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ARE ASKED TO DO SO)

C

PHD/URS-EE-DEC-2022

SET-Y

SUBJECT : Tourism Management

10015

Sr. No. ....

Time : 1¼ Hours

Max. Marks : 100

Total Questions : 100

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

Name \_\_\_\_\_ Date of Birth \_\_\_\_\_

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.**
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PHD/URS-EE-2022/(Tourism Management)(SET-Y)/(C)

SEAL



1. The United Nations Environmental Program (UNEP) has developed 'Green Code of Ethics' as sustainability initiatives. Find the *correct* title of this code of ethics :
  - (1) Code of Sustainable Practice
  - (2) Code of Ethics and Guidelines for Sustainable Tourism
  - (3) Sustainable Tourism Principles
  - (4) Environmental Codes of Conduct for Tourism
2. In September 2015, India has signed an agreement with UNESCO to establish the world's first center for conservation of 'natural' heritage sites at :
  - (1) Dehradun
  - (2) Nainital
  - (3) Kodaikanal
  - (4) Shimla
3. Which International agency provides funds for Endogenous Tourism Projects ?
  - (1) UNESCO
  - (2) UNDP
  - (3) UNEP
  - (4) UNWTO
4. Which International Conference and Declaration is *not* associated with Climate Change and Tourism ?
  - (1) Doha Declaration
  - (2) Djerba Declaration
  - (3) Kyoto Protocol
  - (4) Cape Town Declaration
5. The overall impression that the destination creates in the minds of potential tourists including its functional and symbolic elements, is :
  - (1) Destination Effect
  - (2) Destination Positioning
  - (3) Destination Branding
  - (4) Destination Controlling
6. The customer participates in the delivery of most hospitality and travel products. There are three phases to this involvement. These are joining, consumption :
  - (1) Attachment
  - (2) Detachment
  - (3) Diversification
  - (4) Segmentation



7. Which one of the following is the popular air-based tourist destination ?
- (1) Solang Nala (2) Bir Billing  
(3) Jaipur (4) All of the above
8. Which of the following is *not* correctly stated ?
- (1) Gujarat is famous for Orchids.  
(2) Kalimpong Hill Station is located in West Bengal.  
(3) Rohtang Pass is situated in Himachal Pradesh.  
(4) Environment Protection Act is passed in 1986.
9. Which of the following National park is situated in Madhya Pradesh ?
- (1) Kangar Valley National Park  
(2) Pench National Park  
(3) Simlipal National Park  
(4) Namdapha National Park
10. Which one of the following abbreviations is *not* correctly matched ?
- (1) FIT – Free Individual Traveller  
(2) GIT – Group Inclusive Traveller  
(3) SIT – Special Interest Travel  
(4) CVGR – Company Volume Group Receipts
11. Which one is *not* a true function of a wholesale tour operator ?
- (1) It assembles the services to be sold in a single price tag.  
(2) It directly provides ground services at all the places.  
(3) It makes a direct deal with all principle service providers.  
(4) It takes care of International transport and departure.

12. According to Getz and Hall, which one of the following is *not* a part of the Five approaches of tourism planning at the destination level ?
- (1) Boosterism
  - (2) An Economic, Industry-oriented Approach
  - (3) Cultural Approach
  - (4) Sustainable Approach

13. **Assertion (A) :** Policy and planning are complementary to each other in laying a solid foundation of tourism development in any country.

**Reason (R) :** Tourism planning is formulated for pro-poor tourism and pro-people tourism.

**Codes :**

- (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.
14. There are four types of International Tourism Organisations. Identify the *correct* order in which they were established ?
- (1) ICAO, PATA, IATA, UFTAA
  - (2) IATA, ICAO, PATA, UFTAA
  - (3) UFTAA, ICAO, PATA, IATA
  - (4) ICAO, IATA, PATA, UFTAA
15. The architectural concept of "double dome" was introduced in India by :
- |              |             |
|--------------|-------------|
| (1) Turks    | (2) Khaljis |
| (3) Tughlaqs | (4) Mughals |
16. One of the prominent sites of Sufism was the Dargah of Chishti Sufi Shaikh Gesudaraz is situated at :
- |            |              |
|------------|--------------|
| (1) Ajmer  | (2) Delhi    |
| (3) Multan | (4) Gulbarga |

17. Closure to the time of travel, pricing powers are with the travel service provider and further from the point of travel, the power is with the traveller. This method of pricing is called :
- (1) Marginal pricing (2) Dynamic pricing  
(3) Auction pricing (4) Base rate pricing
18. The basic philosophy of ecotourism is :
- (1) Tourism needs to be developed in a manner that fits within the natural and cultural environment of a region.  
(2) By paying special attention to the needs of the tourists.  
(3) The carrying capacity of an environment or host community may be increased or decreased.  
(4) Taking steps to promote and protect tourist attractions will create a legacy for future generations.
19. The set of beliefs held about a particular brand is known as the :
- (1) Brand preference (2) Brand image  
(3) Brand selection (4) Brand recognition
20. Tourism as a subject is a part of :
- (1) Central list (2) State list  
(3) Concurrent list (4) Union list
21. The overall impression that the destination creates in the minds of potential tourists including its functional and symbolic elements, is :
- (1) Destination Branding  
(2) Destination Controlling  
(3) Destination Functioning  
(4) Destination Positioning
22. One of the Push factors in tourism is :
- (1) Facilities (2) Prestige  
(3) Service (4) None of the above

23. 'Caring for the Earth : A strategy for sustainability' that lists one of its nine principles for sustainable development as to 'enable communities to care for their own environments' was adopted in 1991 by :
- (1) IUCN (2) UNWTO  
(3) PATA (4) UNDP
24. Tourism that consists of traveling to relatively undisturbed or uncontaminated natural areas with specific objectives of studying, admiring and enjoying the scenery and its wild plants and animals as well as any existing cultural manifestations :
- (1) Bio-tourism  
(2) Eco-tourism  
(3) Sustainable Tourism  
(4) Wildlife Tourism
25. Which one of the following is *not* a segmentation variable as per psychographic segmentation ?
- (1) Life Style (2) Personality  
(3) Family Life Cycle (4) Social Class
26. Papeete (PPT) comes in the IATA area :
- (1) TC-I (2) TC-II  
(3) TC-III (4) Both TC-I & TC-III
27. Which of the following are the requirements prescribed by the Ministry of Tourism, Govt. of India for the approval of travel agencies :
- (i) Have maximum paid up capital  
(ii) Income tax assessee  
(iii) Registered under the Local Shops and Establishment Act  
(iv) Approved by RBI to book foreign tourists
- Select the *correct* option :
- (1) (i), (ii) and (iii) (2) (i), (iii) and (iv)  
(3) (iii) and (iv) (4) (ii), (iii) and (iv)



28. In 1975 the Irritation Index theory was presented by :
- (1) Butler, R.W.
  - (2) Roxy, D.C.
  - (3) Doxey, G.V.
  - (4) Jafari, J.
29. Which of the following is the largest and grandest temple at Khajuraho ?
- (1) Lakshman Temple
  - (2) Chaturbhuj Temple
  - (3) Chausath-Yogini Temple
  - (4) Kandariya Mahadeva Temple
30. Markets segmented into light medium and heavy user groups refers to :
- (1) Psychographic segmentation
  - (2) Behavioural segmentation
  - (3) Demographic segmentation
  - (4) Geographic segmentation
31. The Controllable Variables that a company puts together to satisfy a target group, is called the :
- (1) Marketing Strategy
  - (2) Marketing Mix
  - (3) Strategic Planning
  - (4) Marketing Concept
32. I × A is the IATA code for which of the following City ?
- (1) Allahabad
  - (2) Ambala
  - (3) Aurangabad
  - (4) Agartala

33. Who from the following plays the roles of figurehead, spokes person and negotiator in a typical tourism organizations ?
- (1) A Sales Manager
  - (2) A Production Manager
  - (3) A Product Development Manager
  - (4) A First Line Supervisor
34. The everyday tasks of management include :
- (1) Planning and Creativity
  - (2) Planning and Leading
  - (3) Publicity and Loss adjustment
  - (4) Plotting and Leading
35. Establishing Challenging Goals, asking performance improvement and displaying confidence that people will exert high levels of effort are associated with which element of the path goal approach to leadership ?
- (1) Supportive Leadership
  - (2) Participative Leadership
  - (3) Transformational Leadership
  - (4) Achievement Oriented Leadership
36. Select the statement about business communication that is *not* true :
- (1) Upward and downward.
  - (2) It takes many forms, oral, print and electronic.
  - (3) One is judged by professional expertise and not by one's communication skills in business.
  - (4) If one communicates well, one is likely to be promoted.

37. A Guest who comes to hotel without prior Reservation for a guest room is called as :
- (1) Company guest
  - (2) In house guest
  - (3) Walk in
  - (4) Walking
38. In the airline parlance DBML Stand for :
- (1) Double meal
  - (2) Diplomatic Business Meal
  - (3) Deluxe Meal
  - (4) Diabetic Meal
39. 'A Dummy Waiter' in a hotel :
- (1) Assists differently abled guest
  - (2) Review guest activities
  - (3) Provides Minor service for Guests
  - (4) Provides assistance to servers as side station
40. Which is the highest mountain railway station in India ?
- (1) Ghum on the Darjeeling Himalayan Railway
  - (2) Kalka on the Shimla Mountain Railway
  - (3) Matheran on Western Hill Railway
  - (4) Coonoor on the Nilgiri Mountain Railway
41. Eravikulam National Park is located in the state of :
- (1) Karnataka
  - (2) Andhra Pradesh
  - (3) Kerala
  - (4) Tamil Nadu

42. Who amongst the following is the founder of Red Bus. in ?  
(1) Ritesh Agarwal (2) Phanindra Sama  
(3) Ashish Kashyap (4) Subhash Goyal
43. Who is the founder of 'cleartrip' ?  
(1) Vinay Gupta  
(2) Krishna Mohan Alapati  
(3) Stuart Crighton and Hrush Bhatt  
(4) Dhruv Shringi, Manish Amin and Sabina Chopra
44. 'One Currency card' and 'Borderless prepaid card' are the foreign exchange services offered by :  
(1) Thomas Cook (2) Coxand kings  
(3) Akbar Travels (4) American express
45. Flag Air Carrier of UAE is :  
(1) Emirates (2) Etihad  
(3) Asiana (4) Aer Lingus
46. The Ker plant also grows in ..... continent of the World.  
(1) Europe (2) America  
(3) Africa (4) Australia
47. Under inflationary conditions, FIFO Method of inventory valuation leads to :  
(1) Low Profit (2) High Profit  
(3) Higher Sales (4) No change in Sales
48. Which one of the following is *not* an assumption of Walter's Model of divided policy ?  
(1) Constant internal rate of return  
(2) Constant cost of equity capital  
(3) 100% Payout or retention  
(4) No internal financing



49. Launching a Product in a small part of market is called :
- (1) Commercialization (2) Competitive analysis  
(3) Competitive response (4) Test Marketing
50. Working Capital Leverage Measures the sensitivity of :
- (1) EPS change in the level of current assets  
(2) ROCE to changes in the level of net current assets  
(3) EPS to changes in the level of net current assets  
(4) ROCE to changes in the level of current assets
51. Who said "There is no tourism without culture" ?
- (1) Herodotus  
(2) Adams, GD and Kneafsey  
(3) Jafari, J.  
(4) Hunziker and Krapf
52. A type of tourist who seeks novelty at all costs even at discomforts and danger and prefers to be a part of community to study the behaviour and culture of the local people :
- (1) Allocentric (2) Mid-centric  
(3) Psychocentric (4) Drifter
53. The marketing principle concerned within any organisation has to be :
- (1) The close relationship between customer and product  
(2) The maximum profit to the company  
(3) The delivery of maximum satisfaction and value to the customer  
(4) Minimizing cost at every opportunity
54. In which year the Government of India introduced National Action Plan ?
- (1) 1982 (2) 1988  
(3) 1992 (4) 2002

55. Which State/Union Territory has the largest number of Wild Life Sanctuaries ?

- (1) Andaman and Nicobar Islands      (2) Madhya Pradesh  
(3) Karnataka      (4) Assam

56. Two additional variables to explain service marketing along with product marketing are :

- (1) Physical evidence and Process      (2) Placement and Packaging  
(3) Place and Publicity      (4) Partnership and Positioning

57. Gandhara Art is the outcome of :

- (1) Gracco – Roman technique  
(2) Gracco – Bactrian technique  
(3) Gracco – Persian technique  
(4) Gracco – Indian technique

58. This consists of two lists of cities and airline codes. The candidate has to match an item in one list with an item in the other :

**List – I**

- a. Bagdogra  
b. Bhuj  
c. Ranchi  
d. Vadodara

**List – II**

- i. BHJ  
ii. IXR  
iii. BDQ  
iv. IXB

**Codes :**

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

59. The headquarter of ICAO is situated in :
- (1) Madrid (2) New York  
(3) Montreal (4) Stockholm
60. Identify the *correct* sequence of stages in Life Cycle of a resort given by Butler :
- (1) Exploration → Development → Involvement → Consolidation → Stagnation → Decline / Rejuvenation.  
(2) Exploration → Development → Consolidation → Involvement → Stagnation → Decline / Rejuvenation.  
(3) Exploration → Involvement → Development → Consolidation → Stagnation → Decline / Rejuvenation.  
(4) Exploration → Involvement → Consolidation → Development → Stagnation → Decline / Rejuvenation.
61. In 1975 Doxey developed the 'Index of Tourist irritation' by studying the responses of residents of :
- (1) Both Caribbean and Canada  
(2) Both Canada and Croatia  
(3) Cyprus only  
(4) Croatia only
62. This Sociological phenomenon is of anthropological concern in Tourism with its homogenization of cultures throughout the world, and a loss of Uniqueness for destinations. Identify the term used for above Phenomenon from the following :
- (1) Commodification  
(2) Authenticity  
(3) MC Donaldization  
(4) Irridex index

63. They demand authentic but higher standard accommodation, travel for shorter periods and have higher daily expenditures. these are characteristics of :
- (1) Flashpackers
  - (2) Mass Backpackers
  - (3) Hard-Core Backpackers
  - (4) Grey Packers
64. Which of the following is a Certification Programme originally developed by World Travel and Tourism Council, with the aim of assisting organisations in the Tourism industry to achieve sustainable Tourism ?
- (1) Green Globe
  - (2) Green Key
  - (3) Green Flag International
  - (4) Green Seal
65. How Many Cultural Sites are there in UNESCOS World Heritage Sites in India ?
- (1) 35
  - (2) 30
  - (3) 10
  - (4) 50
66. This fair is based on the legend of Draupadi, Swayamvara and is a celebration of Folk dance, Music, Costumes and is centered around young tribal men and women seeking Marringae Partners it is :
- (1) Ambulbasi fair
  - (2) Tarnetar fair
  - (3) Kolayat fair
  - (4) Chandrabhaga mela
67. Name the Place where the holy river Narmada has its origin :
- (1) Amarkantaka
  - (2) Bastar
  - (3) Bhedaghat
  - (4) Omkareshwar



68. Name the Buddhist Archaeological site belonging to 3rd and 4th Century AD, excavated in 1960, that has been sub merged due to Construction of dam :

- (1) Devni Mori
- (2) Ratnagiri
- (3) Piprahawa
- (4) Amravati

69. Charbagh Railway Station is in .....

- (1) Jodhpur
- (2) Lucknow
- (3) Moradabad
- (4) Habibganj

70. .... has been internationally recognized as a symbol of Hospitality and a sign of friendliness, warmth cheer, graciousness and conviviality.

- (1) Pineapple
- (2) Mango
- (3) Orange
- (4) Apple

71. A document necessarily to be maintained by lodging establishments to keep a record of all Visitors staying in the unit is known as :

- (1) 'F' Form
- (2) 'C' Form
- (3) Visitors Book
- (4) Departure Report

72. 'Trancheur' in Hotels is responsible for :

- (1) Pot Washing
- (2) Carving
- (3) Pest Control
- (4) Soup Service

73. The founder of MERU cabs is :
- (1) Naresh Goyal (2) Neeraj Gupta  
(3) Bhavish Aggarwal (4) Warren Avis
74. For a stretcher Patient, an airline chares for ..... seat.
- (1) One (2) Two  
(3) Three (4) Four
75. Which among the following is *not* a UNESCO World Heritage site ?
- (1) Nilgiri Mountain Railway  
(2) Chhatrapati Shivaji Terminus  
(3) Kalka Shimla Railway  
(4) Charbagh Railway Station
76. Who is associated with GO Air, Launched in 2005 in India ?
- (1) Jehangir Wadia  
(2) Ajay Singh  
(3) Rahul Bhatia and Rakesh Gangwal  
(4) Natrajan Chandrasekaran
77. Indian Railways has launched India's first glass ceiling Vistadome Coach in 2017 to :
- (1) Experience the Scenic Araru Valley  
(2) Experience Kangra Valley  
(3) Experience Valley of Flowers  
(4) Experience Dibang Valley

78. When was the 2nd "International Conference on Responsible Tourism" held ?
- (1) 2002 (2) 2004  
(3) 2008 (4) 2010
79. Which one of the following is *not* an airlines GDS ?
- (1) Galileo (2) World Spam  
(3) Amadeus (4) Concert
80. Which one of the following is *not* an appropriate Marketing Strategy in growth stage of the Product Life Cycle (PLC) ?
- (1) Market Modification (2) Product Modification  
(3) Marketing Mix Modification (4) Market Penetration
81. Which is the proper progression in Maslow's hierarchy of needs ?
- (1) Physical needs, belonging, safety, esteem and self - actualization  
(2) Safety, physical needs, belonging, esteem and self - actualization  
(3) Physical needs, safety, belonging, self - actualization and esteem  
(4) Physical needs, safety, belonging, esteem and self - actualization
82. Which of the following are biosphere reserves ?
- (i) Nanda Devi  
(ii) Nilgiri  
(iii) Simlipal  
(iv) Dudhwa

Select the *correct* option :

- (1) I, II & III are correct. (2) I & II are correct.  
(3) I & IV are correct. (4) All are correct.

$$(1) \text{ EMS} = \frac{\text{MPM} \times 100}{\text{TPM}}$$

$$(2) \text{ EMS} = \frac{\text{TPM} \times 100}{\text{MPM}}$$

$$(3) \text{ TPM} = \text{MPM} \times \text{EMS}$$

$$(4) \text{ MPM} = \text{TPM} + \text{EMS}$$

87. Calculate the flying time if a flight leaves Delhi (+0530 Hrs.) at 0625Hrs. and arrives Tokyo (+0900 Hrs) at 1705 Hrs.

(1) 06 Hrs. 10 Min.

(2) 07 Hrs. 10 Min.

(3) 06 Hrs. 20 Min.

(4) 07 Hrs. 20 Min.

88. When a marketer cannot identify the source of competition and wrongly assumes the industry structure, this behaviour is called :

(1) Marketing Exopia

(2) Marketing Phobia

(3) Marketing Myopia

(4) Marketing Xenoa



89. His consists of two lists of Natural Vegetation and Wild Life Sanctuaries/National Parks. The candidate has to match an item in one list with an item in the other :

**List – I**

(Types of Natural Vegetation)

**List – II**

(Name of Wild Life Sanctuaries/National Parks)

- |                              |                |
|------------------------------|----------------|
| a. Tidal forest              | i. Sunder ban  |
| b. Alpine forest             | ii. Dachigam   |
| c. Evergreen forest          | iii. Mudumalai |
| d. Tropical Deciduous forest | iv. Manas      |

**Codes :**

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

90. A suitable example for the Circular trip :

- (1) DEL → KHI → DXB → DEL
- (2) DEL → PAR → WAS → TYO → DEL
- (3) DEL → JAI → BOM → MAA
- (4) BOM → CCU → PAT → GWL

91. Asper India Tourism Statistics 2017 which one was *not* international check post for foreign tourist arrivals in India in 2016 ?

- |           |                |
|-----------|----------------|
| (1) Delhi | (2) Jaipur     |
| (3) Goa   | (4) Haridaspur |

- C
92. Panna Tiger Reserve is Spread over the Panna and Chhatarpur districts. The terrain consists of Extensive plateaus and gorges. The Plateaus are the part of :
- (1) Aravelli range
  - (2) Vindhyachal range
  - (3) Himalayan range
  - (4) Karakoram Mountain range
93. The world Heritage programme that catalogues and conserves sites of outstanding Cultural and Natural importance is run by :
- (1) UNICEF
  - (2) UNESCO
  - (3) WHO
  - (4) INTACH
94. The Minimum number of Lettable rooms, with all rooms having provision of outside windows and/or ventilation for any star rating category, asper latest guidelines issued by Ministry of Tourism, Govt. of India (2018) is :
- (1) 25
  - (2) 15
  - (3) 100
  - (4) 10
95. Which amongst the following is a Heritage Hotel ?
- (1) Taj Lake Palace, Udaipur
  - (2) Oberoi Udaivilas, Udaipur
  - (3) The Leela Palace, Udaipur
  - (4) Radission Blu, Udaipur
96. Established by Ms. Travis Kalanick and Mr. Garrett Camp in 2009, Uber cabs by its head office is :
- (1) London
  - (2) San Francisco-California
  - (3) New Delhi
  - (4) Tokyo
97. Mascot of Indian Railways is :
- (1) Maharaja (Emperor)
  - (2) Bholu - An Elephant
  - (3) Panda
  - (4) Tiger

- 98.** Golden quadrilateral is highway network connecting Many of the Major industrial, agricultural and cultural centers of India Comprises :
- (1) Chennai, Kolkata, Delhi, Mumbai
  - (2) Srinagar, Kanyakumari, Gandhi Nagar, Kolkata
  - (3) Dehradoon, Rajkot, Bengaluru, Patna
  - (4) Delhi, Gandhi Nagar, Puducherry, Shilong
- 99.** Kazi Nazrul Islam Airport is located at :
- |            |              |
|------------|--------------|
| (1) Raipur | (2) Durgapur |
| (3) Ranchi | (4) Srinagar |
- 100.** First Shatabdi Express (1988) Operated between :
- (1) New Delhi – Jhansi
  - (2) New Delhi – Chandigarh
  - (3) New Delhi – Amritsar
  - (4) New Delhi – Dehradun

Total No. of Printed Pages : 21

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

**D**

**SET-Y**

**PHD/URS-EE-DEC-2022**

**SUBJECT : Tourism Management**

**10012**

Sr. No. ....

Time : 1¼ Hours

Max. Marks : 100

Total Questions : 100

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

Name \_\_\_\_\_ Date of Birth \_\_\_\_\_

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

Date of Examination \_\_\_\_\_

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

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

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**PHD/URS-EE-2022/(Tourism Management)(SET-Y)/(D)**

SEAL



1. In 1975 Doxey developed the 'Index of Tourist irritation' by studying the responses of residents of :
  - (1) Both Caribbean and Canada
  - (2) Both Canada and Croatia
  - (3) Cyprus only
  - (4) Croatia only
  
2. This Sociological phenomenon is of anthropological concern in Tourism with its homogenization of cultures throughout the world, and a loss of Uniqueness for destinations. Identify the term used for above Phenomenon from the following :
  - (1) Commodification
  - (2) Authenticity
  - (3) MC Donaldization
  - (4) Irridex index
  
3. They demand authentic but higher standard accommodation, travel for shorter periods and have higher daily expenditures. these are characteristics of :
  - (1) Flashpackers
  - (2) Mass Backpackers
  - (3) Hard-Core Backpackers
  - (4) Grey Packers
  
4. Which of the following is a Certification Programme originally developed by World Travel and Tourism Council, with the aim of assisting organisations in the Tourism industry to achieve sustainable Tourism ?
  - (1) Green Globe
  - (2) Green Key
  - (3) Green Flag International
  - (4) Green Seal
  
5. How Many Cultural Sites are there in UNESCOS World Heritage Sites in India ?
  - (1) 35
  - (2) 30
  - (3) 10
  - (4) 50

6. This fair is based on the legend of Draupadi, Swayamvara and is a celebration of Folk dance, Music, Costumes and is centered around young tribal men and women seeking Marringae Partners it is :

- (1) Ambulbasi fair
- (2) Tarnetar fair
- (3) Kolayat fair
- (4) Chandrabhaga mela

7. Name the Place where the holy river Narmada has its origin :

- (1) Amarkantaka
- (2) Bastar
- (3) Bhedaghat
- (4) Omkareshwar

8. Name the Buddhist Archaeological site belonging to 3rd and 4th Century AD, excavated in 1960, that has been sub merged due to Construction of dam :

- (1) Devni Mori
- (2) Ratnagiri
- (3) Piprahawa
- (4) Amravati

9. Charbagh Railway Station is in .....

- |               |               |
|---------------|---------------|
| (1) Jodhpur   | (2) Lucknow   |
| (3) Moradabad | (4) Habibganj |

10. .... has been internationally recognized as a symbol of Hospitality and a sign of friendliness, warmth cheer, graciousness and conviviality.
- (1) Pineapple (2) Mango  
(3) Orange (4) Apple
11. Asper India Tourism Statistics 2017 which one was *not* international check post for foreign tourist arrivals in India in 2016 ?
- (1) Delhi (2) Jaipur  
(3) Goa (4) Haridaspur
12. Panna Tiger Reserve is Spread over the Panna and Chhatarpur districts. The terrain consists of Extensive plateaus and gorges. The Plateaus are the part of :
- (1) Aravelli range (2) Vindhyachal range  
(3) Himalayan range (4) Karakoram Mountain range
13. The world Heritage programme that catalogues and conserves sites of outstanding Cultural and Natural importance is run by :
- (1) UNICEF (2) UNESCO  
(3) WHO (4) INTACH
14. The Minimum number of Lettable rooms, with all rooms having provision of outside windows and/or ventilation for any star rating category, asper latest guidelines issued by Ministry of Tourism, Govt. of India (2018) is :
- (1) 25 (2) 15  
(3) 100 (4) 10
15. Which amongst the following is a Heritage Hotel ?
- (1) Taj Lake Palace, Udaipur  
(2) Oberoi Udaivilas, Udaipur  
(3) The Leela Palace, Udaipur  
(4) Radission Blu, Udaipur

16. Established by Ms. Travis Kalanick and Mr. Garrett Camp in 2009, Uber cabs by its head office is :
- (1) London (2) San Francisco-California  
(3) New Delhi (4) Tokyo
17. Mascot of Indian Railways is :
- (1) Maharaja (Emperor) (2) Bholu - An Elephant  
(3) Panda (4) Tiger
18. Golden quadrilateral is highway network connecting Many of the Major industrial, agricultural and cultural centers of India Comprises :
- (1) Chennai, Kolkata, Delhi, Mumbai  
(2) Srinagar, Kanyakumari, Gandhi Nagar, Kolkata  
(3) Dehradoon, Rajkot, Bengaluru, Patna  
(4) Delhi, Gandhi Nagar, Puducherry, Shilong
19. Kazi Nazrul Islam Airport is located at :
- (1) Raipur (2) Durgapur  
(3) Ranchi (4) Srinagar
20. First Shatabdi Express (1988) Operated between :
- (1) New Delhi – Jhansi  
(2) New Delhi – Chandigarh  
(3) New Delhi – Amritsar  
(4) New Delhi – Dehradun
21. Who said "There is no tourism without culture" ?
- (1) Herodotus  
(2) Adams, GD and Kneafsey  
(3) Jafari, J.  
(4) Hunziker and Krapf



- 22.** A type of tourist who seeks novelty at all costs even at discomforts and danger and prefers to be a part of community to study the behaviour and culture of the local people :
- (1) Allocentric (2) Mid-centric  
(3) Psychocentric (4) Drifter
- 23.** The marketing principle concerned within any organisation has to be :
- (1) The close relationship between customer and product  
(2) The maximum profit to the company  
(3) The delivery of maximum satisfaction and value to the customer  
(4) Minimizing cost at every opportunity
- 24.** In which year the Government of India introduced National Action Plan ?
- (1) 1982 (2) 1988  
(3) 1992 (4) 2002
- 25.** Which State/Union Territory has the largest number of Wild Life Sanctuaries ?
- (1) Andaman and Nicobar Islands (2) Madhya Pradesh  
(3) Karnataka (4) Assam
- 26.** Two additional variables to explain service marketing along with product marketing are :
- (1) Physical evidence and Process  
(2) Placement and Packaging  
(3) Place and Publicity  
(4) Partnership and Positioning
- 27.** Gandhara Art is the outcome of :
- (1) Gracco – Roman technique  
(2) Gracco – Bactrian technique  
(3) Gracco – Persian technique  
(4) Gracco – Indian technique

28. This consists of two lists of cities and airline codes. The candidate has to match an item in one list with an item in the other :

**List – I****List – II**

- |             |          |
|-------------|----------|
| a. Bagdogra | i. BHJ   |
| b. Bhuj     | ii. IXR  |
| c. Ranchi   | iii. BDQ |
| d. Vadodara | iv. IXB  |

**Codes :**

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

29. The headquarter of ICAO is situated in :

- |              |               |
|--------------|---------------|
| (1) Madrid   | (2) New York  |
| (3) Montreal | (4) Stockholm |

30. Identify the *correct* sequence of stages in Life Cycle of a resort given by Butler :

- (1) Exploration → Development → Involvement → Consolidation → Stagnation → Decline / Rejuvenation.
- (2) Exploration → Development → Consolidation → Involvement → Stagnation → Decline / Rejuvenation.
- (3) Exploration → Involvement → Development → Consolidation → Stagnation → Decline / Rejuvenation.
- (4) Exploration → Involvement → Consolidation → Development → Stagnation → Decline / Rejuvenation.

31. Which is the proper progression in Maslow's hierarchy of needs ?
- (1) Physical needs, belonging, safety, esteem and self - actualization
  - (2) Safety, physical needs, belonging, esteem and self - actualization
  - (3) Physical needs, safety, belonging, self - actualization and esteem
  - (4) Physical needs, safety, belonging, esteem and self - actualization
32. Which of the following are biosphere reserves ?
- (i) Nanda Devi
  - (ii) Nilgiri
  - (iii) Simlipal
  - (iv) Dudhwa
- Select the *correct* option :
- (1) I, II & III are correct.
  - (2) I & II are correct.
  - (3) I & IV are correct.
  - (4) All are correct.
33. The fares that must be purchased in advance of the departure date and require travel to originate and terminate at the same point is known as :
- (1) Individual fare
  - (2) Group fare
  - (3) Excursion fare
  - (4) Transit fare
34. 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
35. Which one of the following is *correctly* stated ?
- (1) Carrying capacity is measured on the basis of expectation of visitors.
  - (2) Carrying capacity is measured on the basis of the perception of the visitors.
  - (3) Carrying capacity is carried out on the basis of facilities and amenities.
  - (4) Carrying capacity is estimated by taking into tourist foot falls.

36. The correct relationship between TPM, MPM, and EMS is :
- (1)  $EMS = \frac{MPM \times 100}{TPM}$  (2)  $EMS = \frac{TPM \times 100}{MPM}$   
 (3)  $TPM = MPM \times EMS$  (4)  $MPM = TPM + EMS$
37. Calculate the flying time if a flight leaves Delhi (+0530 Hrs.) at 0625Hrs. and arrives Tokyo (+0900 Hrs) at 1705 Hrs.
- (1) 06 Hrs. 10 Min. (2) 07 Hrs. 10 Min.  
 (3) 06 Hrs. 20 Min. (4) 07 Hrs. 20 Min.
38. When a marketer cannot identify the source of competition and wrongly assumes the industry structure, this behaviour is called :
- (1) Marketing Exopia (2) Marketing Phobia  
 (3) Marketing Myopia (4) Marketing Xenoa
39. His consists of two lists of Natural Vegetation and Wild Life Sanctuaries/National Parks. The candidate has to match an item in one list with an item in the other :

## List – I

## (Types of Natural Vegetation)

- a. Tidal forest  
 b. Alpine forest  
 c. Evergreen forest  
 d. Tropical Deciduous forest

## List – II

## (Name of Wild Life Sanctuaries/National Parks)

- i. Sunder ban  
 ii. Dachigam  
 iii. Mudumalai  
 iv. Manas

*Codes :*

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



40. A suitable example for the Circular trip :

- (1) DEL → KHI → DXB → DEL      (2) DEL → PAR → WAS → TYO → DEL  
(3) DEL → JAI → BOM → MAA      (4) BOM → CCU → PAT → GWL

41. The Controllable Variables that a company puts together to satisfy a target group, is called the :

- (1) Marketing Strategy  
(2) Marketing Mix  
(3) Strategic Planning  
(4) Marketing Concept

42. I × A is the IATA code for which of the following City ?

- (1) Allahabad  
(2) Ambala  
(3) Aurangabad  
(4) Agartala

43. Who from the following plays the roles of figurehead, spokes person and negotiator in a typical tourism organizations ?

- (1) A Sales Manager  
(2) A Production Manager  
(3) A Product Development Manager  
(4) A First Line Supervisor

44. The everyday tasks of management include :
- (1) Planning and Creativity
  - (2) Planning and Leading
  - (3) Publicity and Loss adjustment
  - (4) Plotting and Leading
45. Establishing Challenging Goals, asking performance improvement and displaying confidence that people will exert high levels of effort are associated with which element of the path goal approach to leadership ?
- (1) Supportive Leadership
  - (2) Participative Leadership
  - (3) Transformational Leadership
  - (4) Achievement Oriented Leadership
46. Select the statement about business communication that is *not* true :
- (1) Upward and downward.
  - (2) It takes many forms, oral, print and electronic.
  - (3) One is judged by professional expertise and not by one's communication skills in business.
  - (4) If one communicates well, one is likely to be promoted.
47. A Guest who comes to hotel without prior Reservation for a guest room is called as :
- (1) Company guest
  - (2) In house guest
  - (3) Walk in
  - (4) Walking
48. In the airline parlance DBML Stand for :
- (1) Double meal
  - (2) Diplomatic Business Meal
  - (3) Deluxe Meal
  - (4) Diabetic Meal

49. 'A Dummy Waiter' in a hotel :

- (1) Assists differently abled guest
- (2) Review guest activities
- (3) Provides Minor service for Guests
- (4) Provides assistance to servers as side station

50. Which is the highest mountain railway station in India ?

- (1) Ghum on the Darjeeling Himalayan Railway
- (2) Kalka on the Shimla Mountain Railway
- (3) Matheran on Western Hill Railway
- (4) Coonoor on the Nilgiri Mountain Railway

51. Eravikulam National Park is located in the state of :

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

52. Who amongst the following is the founder of Red Bus. in ?

- |                    |                    |
|--------------------|--------------------|
| (1) Ritesh Agarwal | (2) Phanindra Sama |
| (3) Ashish Kashyap | (4) Subhash Goyal  |

53. Who is the founder of 'cleartrip' ?

- (1) Vinay Gupta
- (2) Krishna Mohan Alapati
- (3) Stuart Crighton and Hrush Bhatt
- (4) Dhruv Shringi, Manish Amin and Sabina Chopra

54. 'One Currency card' and 'Borderless prepaid card' are the foreign exchange services offered by :
- (1) Thomas Cook (2) Coxand kings  
(3) Akbar Travels (4) American express
55. Flag Air Carrier of UAE is :
- (1) Emirates (2) Etihad  
(3) Asiana (4) Aer Lingus
56. The Ker plant also grows in ..... continent of the World.
- (1) Europe (2) America  
(3) Africa (4) Australia
57. Under inflationary conditions, FIFO Method of inventory valuation leads to :
- (1) Low Profit (2) High Profit  
(3) Higher Sales (4) No change in Sales
58. Which one of the following is *not* an assumption of Walter's Model of divided policy ?
- (1) Constant internal rate of return  
(2) Constant cost of equity capital  
(3) 100% Payout or retention  
(4) No internal financing
59. Launching a Product in a small part of market is called :
- (1) Commercialization (2) Competitive analysis  
(3) Competitive response (4) Test Marketing
60. Working Capital Leverage Measures the sensitivity of :
- (1) EPS change in the level of current assets  
(2) ROCE to changes in the level of net current assets  
(3) EPS to changes in the level of net current assets  
(4) ROCE to changes in the level of current assets
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61. A document necessarily to be maintained by lodging establishments to keep a record of all Visitors staying in the unit is known as :
- (1) 'F' Form (2) 'C' Form  
(3) Visitors Book (4) Departure Report
62. 'Trancheur' in Hotels is responsible for :
- (1) Pot Washing (2) Carving  
(3) Pest Control (4) Soup Service
63. The founder of MERU cabs is :
- (1) Naresh Goyal  
(2) Neeraj Gupta  
(3) Bhavish Aggarwal  
(4) Warren Avis
64. For a stretcher Patient, an airline charges for ..... seat.
- (1) One (2) Two  
(3) Three (4) Four
65. Which among the following is *not* a UNESCO World Heritage site ?
- (1) Nilgiri Mountain Railway  
(2) Chhatrapati Shivaji Terminus  
(3) Kalka Shimla Railway  
(4) Charbagh Railway Station

66. Who is associated with GO Air, Launched in 2005 in India ?
- (1) Jehangir Wadia
  - (2) Ajay Singh
  - (3) Rahul Bhatia and Rakesh Gangwal
  - (4) Natrajan Chandrasekaran
67. Indian Railways has launched India's first glass ceiling Vistadome Coach in 2017 to :
- (1) Experience the Scenic Araru Valley
  - (2) Experience Kangra Valley
  - (3) Experience Valley of Flowers
  - (4) Experience Dibang Valley
68. When was the 2nd "International Conference on Responsible Tourism" held ?
- |          |          |
|----------|----------|
| (1) 2002 | (2) 2004 |
| (3) 2008 | (4) 2010 |
69. Which one of the following is *not* an airlines GDS ?
- |             |                |
|-------------|----------------|
| (1) Galileo | (2) World Spam |
| (3) Amadeus | (4) Concert    |
70. Which one of the following is *not* an appropriate Marketing Strategy in growth stage of the Product Life Cycle (PLC) ?
- (1) Market Modification
  - (2) Product Modification
  - (3) Marketing Mix Modification
  - (4) Market Penetration

71. The United Nations Environmental Program (UNEP) has developed 'Green Code of Ethics' as sustainability initiatives. Find the *correct* title of this code of ethics :
- (1) Code of Sustainable Practice
  - (2) Code of Ethics and Guidelines for Sustainable Tourism
  - (3) Sustainable Tourism Principles
  - (4) Environmental Codes of Conduct for Tourism
72. In September 2015, India has signed an agreement with UNESCO to establish the world's first center for conservation of 'natural' heritage sites at :
- (1) Dehradun
  - (2) Nainital
  - (3) Kodaikanal
  - (4) Shimla
73. Which International agency provides funds for Endogenous Tourism Projects ?
- (1) UNESCO
  - (2) UNDP
  - (3) UNEP
  - (4) UNWTO
74. Which International Conference and Declaration is *not* associated with Climate Change and Tourism ?
- (1) Doha Declaration
  - (2) Djerba Declaration
  - (3) Kyoto Protocol
  - (4) Cape Town Declaration
75. The overall impression that the destination creates in the minds of potential tourists including its functional and symbolic elements, is :
- (1) Destination Effect
  - (2) Destination Positioning
  - (3) Destination Branding
  - (4) Destination Controlling
76. The customer participates in the delivery of most hospitality and travel products. There are three phases to this involvement. These are joining, consumption :
- (1) Attachment
  - (2) Detachment
  - (3) Diversification
  - (4) Segmentation

77. Which one of the following is the popular air-based tourist destination ?
- (1) Solang Nala (2) Bir Billing  
(3) Jaipur (4) All of the above
78. Which of the following is *not* correctly stated ?
- (1) Gujarat is famous for Orchids.  
(2) Kalimpong Hill Station is located in West Bengal.  
(3) Rohtang Pass is situated in Himachal Pradesh.  
(4) Environment Protection Act is passed in 1986.
79. Which of the following National park is situated in Madhya Pradesh ?
- (1) Kangar Valley National Park  
(2) Pench National Park  
(3) Simlipal National Park  
(4) Namdapha National Park
80. Which one of the following abbreviations is *not* correctly matched ?
- (1) FIT – Free Individual Traveller  
(2) GIT – Group Inclusive Traveller  
(3) SIT – Special Interest Travel  
(4) CVGR – Company Volume Group Receipts
81. Which one is *not* a true function of a wholesale tour operator ?
- (1) It assembles the services to be sold in a single price tag.  
(2) It directly provides ground services at all the places.  
(3) It makes a direct deal with all principle service providers.  
(4) It takes care of International transport and departure.



82. According to Getz and Hall, which one of the following is *not* a part of the Five approaches of tourism planning at the destination level ?
- (1) Boosterism
  - (2) An Economic, Industry-oriented Approach
  - (3) Cultural Approach
  - (4) Sustainable Approach

83. **Assertion (A) :** Policy and planning are complementary to each other in laying a solid foundation of tourism development in any country.

**Reason (R) :** Tourism planning is formulated for pro-poor tourism and pro-people tourism.

**Codes :**

- (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.
84. There are four types of International Tourism Organisations. Identify the *correct* order in which they were established ?
- (1) ICAO, PATA, IATA, UFTAA
  - (2) IATA, ICAO, PATA, UFTAA
  - (3) UFTAA, ICAO, PATA, IATA
  - (4) ICAO, IATA, PATA, UFTAA
85. The architectural concept of "double dome" was introduced in India by :
- |              |             |
|--------------|-------------|
| (1) Turks    | (2) Khaljis |
| (3) Tughlaqs | (4) Mughals |
86. One of the prominent sites of Sufism was the Dargah of Chishti Sufi Shaikh Gesudaraz is situated at :
- |            |              |
|------------|--------------|
| (1) Ajmer  | (2) Delhi    |
| (3) Multan | (4) Gulbarga |

87. Closure to the time of travel, pricing powers are with the travel service provider. Further from the point of travel, the power is with the traveller. This method of pricing is called :
- |                      |                       |
|----------------------|-----------------------|
| (1) Marginal pricing | (2) Dynamic pricing   |
| (3) Auction pricing  | (4) Base rate pricing |
88. The basic philosophy of ecotourism is :
- (1) Tourism needs to be developed in a manner that fits within the natural and cultural environment of a region.
  - (2) By paying special attention to the needs of the tourists.
  - (3) The carrying capacity of an environment or host community may be increased or decreased.
  - (4) Taking steps to promote and protect tourist attractions will create a legacy for future generations.
89. The set of beliefs held about a particular brand is known as the :
- (1) Brand preference
  - (2) Brand image
  - (3) Brand selection
  - (4) Brand recognition
90. Tourism as a subject is a part of :
- |                     |                |
|---------------------|----------------|
| (1) Central list    | (2) State list |
| (3) Concurrent list | (4) Union list |
91. The overall impression that the destination creates in the minds of potential tourists including its functional and symbolic elements, is :
- (1) Destination Branding
  - (2) Destination Controlling
  - (3) Destination Functioning
  - (4) Destination Positioning

92. One of the Push factors in tourism is :
- |                |                       |
|----------------|-----------------------|
| (1) Facilities | (2) Prestige          |
| (3) Service    | (4) None of the above |
93. 'Caring for the Earth : A strategy for sustainability' that lists one of its nine principles for sustainable development as to 'enable communities to care for their own environments' was adopted in 1991 by :
- |          |           |
|----------|-----------|
| (1) IUCN | (2) UNWTO |
| (3) PATA | (4) UNDP  |
94. Tourism that consists of traveling to relatively undisturbed or uncontaminated natural areas with specific objectives of studying, admiring and enjoying the scenery and its wild plants and animals as well as any existing cultural manifestations :
- |                         |                      |
|-------------------------|----------------------|
| (1) Bio-tourism         | (2) Eco-tourism      |
| (3) Sustainable Tourism | (4) Wildlife Tourism |
95. Which one of the following is *not* a segmentation variable as per psychographic segmentation ?
- |                       |                  |
|-----------------------|------------------|
| (1) Life Style        | (2) Personality  |
| (3) Family Life Cycle | (4) Social Class |
96. Papeete (PPT) comes in the IATA area :
- |            |                        |
|------------|------------------------|
| (1) TC-I   | (2) TC-II              |
| (3) TC-III | (4) Both TC-I & TC-III |
97. Which of the following are the requirements prescribed by the Ministry of Tourism, Govt. of India for the approval of travel agencies :
- Have maximum paid up capital
  - Income tax assessee
  - Registered under the Local Shops and Establishment Act
  - Approved by RBI to book foreign tourists
- Select the *correct* option :
- |                         |                          |
|-------------------------|--------------------------|
| (1) (i), (ii) and (iii) | (2) (i), (iii) and (iv)  |
| (3) (iii) and (iv)      | (4) (ii), (iii) and (iv) |

- 98.** In 1975 the Irritation Index theory was presented by :
- |                  |                |
|------------------|----------------|
| (1) Butler, R.W. | (2) Roxy, D.C. |
| (3) Doxey, G.V.  | (4) Jafari, J. |
- 99.** Which of the following is the largest and grandest temple at Khajuraho ?
- (1) Lakshman Temple
  - (2) Chaturbhuj Temple
  - (3) Chausath-Yogini Temple
  - (4) Kandariya Mahadeva Temple
- 100.** Markets segmented into light medium and heavy user groups refers to :
- (1) Psychographic segmentation
  - (2) Behavioural segmentation
  - (3) Demographic segmentation
  - (4) Geographic segmentation

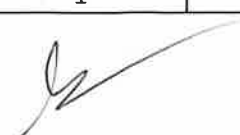


ANSWER KEYS OF TOURISM FOR SESSION 2022-23				
Q. NO.	A	B	C	D
1	1	1	4	1
2	2	1	1	3
3	1	3	2	1
4	2	2	1	1
5	3	4	2	2
6	3	2	2	2
7	4	2	4	1
8	3	3	1	1
9	4	2	2	2
10	4	1	4	1
11	1	2	2	2
12	1	4	3	2
13	3	1	1	2
14	2	2	4	4
15	4	4	1	1
16	2	3	4	2
17	2	3	2	2
18	3	4	1	1
19	2	4	2	2
20	1	1	3	1
21	2	1	1	4
22	3	3	2	4
23	1	1	1	3
24	4	1	2	3
25	1	2	3	1
26	4	2	3	1
27	2	1	4	4
28	1	1	3	1
29	2	2	4	3
30	3	1	4	3
31	4	2	2	1
32	4	2	4	1
33	3	2	1	3
34	3	4	2	2
35	1	1	4	4
36	1	2	3	2
37	4	2	3	2
38	1	1	4	3
39	3	2	4	2
40	3	1	1	1
41	4	4	3	2
42	1	4	2	4
43	2	3	3	1
44	1	3	1	2
45	2	1	2	4
46	2	1	3	3
47	4	4	2	3
48	1	1	4	4
49	2	3	4	4
50	4	3	4	1



*[Handwritten signature]*  
12-12-2022

ANSWER KEYS OF TOURISM FOR SESSION 2022-23				
Q. NO.	A	B	C	D
51	2	2	4	3
52	2	3	4	2
53	2	1	3	3
54	4	4	3	1
55	1	1	1	2
56	2	4	1	3
57	2	2	4	2
58	1	1	1	4
59	2	2	3	4
60	1	3	3	4
61	3	4	1	1
62	2	1	3	2
63	3	2	1	2
64	1	1	1	3
65	2	2	2	4
66	3	2	2	1
67	2	4	1	1
68	4	1	1	3
69	4	2	2	4
70	4	4	1	4
71	1	3	1	4
72	3	2	2	1
73	1	3	2	2
74	1	1	3	1
75	2	2	4	2
76	2	3	1	2
77	1	2	1	4
78	1	4	3	1
79	2	4	4	2
80	1	4	4	4
81	1	1	1	2
82	2	2	1	3
83	2	1	3	1
84	3	2	2	4
85	4	3	4	1
86	1	3	2	4
87	1	4	2	2
88	3	3	3	1
89	4	4	2	2
90	4	4	1	3
91	2	1	2	1
92	4	2	2	2
93	1	2	2	1
94	2	3	4	2
95	4	4	1	3
96	3	1	2	3
97	3	1	2	4
98	4	3	1	3
99	4	4	2	4
100	1	4	1	4



*[Handwritten signature]*  
12.12.2022