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Α

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

SET-Y

SUBJECT: Tourism Management

		Sr. No. 10021
Time : 11/4 Hours Boll No. (in figures)	Max. Marks : 100	Total Questions : 100
Roll No. (in figures)Name		
Mother's Name		
(Signature of the Candidate)		(Signature of the Invigilator)
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- 2. The candidates *must return* the question booklet as well as OMR Answer-Sheet to the Invigilator concerned before leaving the Examination Hall, failing which a case of use of unfairmeans / mis-behaviour will be registered against him / her, in addition to lodging of an FIR with the police. Further the answer-sheet of such a candidate will not be evaluated.
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- 6. There will be no negative marking. Each correct answer will be awarded one full mark. Cutting, erasing, overwriting and more than one answer in OMR Answer-Sheet will be treated as incorrect answer.
- 7. Use only Black or Blue Ball Point Pen of good quality in the OMR Answer-Sheet.
- 8. Before answering the questions, the candidates should ensure that they have been supplied correct and complete booklet. Complaints, if any, regarding misprinting etc. will not be entertained 30 minutes after starting of the examination.

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

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P. T. O.

12.		is the Ma kandra		m of Er Lahor			? Delhi	(4)	Fatehpur Sikri
13.	Establi		1932, tl	nis airli	ne was la	ater a	equired by		ian government in the
		ir India					Indian Airli	nes (4)	Ryan Air
14.		house eff			inimes	(2)		, ,	,
1-4.									
		bility of a				•		the mlan	os molotivalu worm
								me pian	et relatively warm
	(3) A	bility of c	loud to	scatter	electroma	igneti	c radiation		
	(4) N	lone of the	e above						
15.	Whic	h one of the	hese co	untries	has no coa	ist lin	e ?		
	(1) C	China	(2	?) Spair	1	(3)	Hungary	(4)	Sweden
16.	The a	attitude of	copyin	g touris	t's behavio	our ar	nong the loca	al peopl	e is called:
	(1) E	Demanding	g effect			(2) Demonstration effect			
	(3) I	Demoraliz	ing effe	ct		(4)	Demarking	effect	
17.	The f	famous K a	anha W	ildlife S	anctuary i	is loc	ated in the sta	ate of:	
	(1) E	3ihar	(2	2) Karn	ataka	(3)	Assam	(4)	Madhya Pradesh
18.	Kuch	nipudi dan	ce origi	nated f	rom:				
	(1) F	Rajasthan	(2	2) And	hra Prades	sh (3)	Karnataka	(4)	Tamil Nadu
19.		th the item odes giver			h those in	the I	List-∏ and ch	noose th	e correct answer using
		List-			List-I	I			
	A.	Munnar		(i)	West Be	engal			
	В.	Mt. Abu		(ii)	Jammu		Kashmir		
	C.	Patnitop Dominalis		(iii)	Rajastha	an			
	D. Code	Darjeelir . •	ıg	(iv)	Kerala				
	Couc	Α	В	С	D				
	(1)		(ii)	(i)	(iii)				
	(2)	(iv)	(iii)	(ii)	(i)				
	(3)		(iv)	(ii)	(i)				
	(4)	(i)	(ii)	(iii)	(iv)				

20. Match List I with List II:

						ist-I ports)					st-II ity)		
	(2)		Veer Sa	ivarkar	Interna	tional Air	rport		(i)	Guwa	•		
	(b)		Lokpriy Internat			nath	Ban	doloi	(ii)	Beng	aluru		
	(0)		Kempe	gowda	lnterna	tional Air	port		(iii)	Port	Blair		
	d			Gandh	Intern	ational Ai	irport		(iv)	Hyde	erabad		
	Coa	le :											
			(a)	(b)	(c)	(d)							
	- (1		(11)	(iv)	(iii)	(i)							
	(2	23	(iii)	(iv)	(i)	(iii)							
	(3	13	(III)	(i)	(ii)	(iv)							
	(-	4)	(1)	(iii)	(iv)	(ii)							
1	W.	hich	of the fo	ollowin	e book	was writte	en by	Subha	sh Char	ndra Bo	ose?		
			ationalisi				_		ndian S				
	3	Th	ne Religi	on of M	an				Home				
2						Research I	nstitu	te estal	blished	?			
			unnar			rg					Arakku		
23	. Fr	OEB	among t	he follo	wing r	national pa	arks c	r wild	life san	ctuarie	s, which	one was	the
						O World		age on Mana	s Wildli	ife San	ctuary		
						K L			anga Na		_		
٠.			m Corbe					TXUZIII	ungu / ii		· Cari		
4				_		ry in India	(2)	Taho	Monast	erv			
			awang N		-				al Mon	-			
710			emis Mo	•		in a fact				,			
60	2. VV	haci	h is the o	nly inh:	abiled li	iving fort	(2)	Taisali	mer for	. Jaisal	mer		
							(4)	Ranth	ambore	fort, S	awai Mad	hopur	
24			hiner for									1	
4			-	Nationa	l Park i	s famous 1 tic Lions	(3)	Leona	irds	(4)	Elephants	<u>, </u>	
2			igers						-	/	1		
~	# <u>1</u>	e wż	nch state	is the F	iornbill	festival o	(3)	Trinin	ra	(4)	Nagaland		
2						ipur			-	/	C		
-						e located	(2)	Varan	asi, Utt	ar Prad	lesh		
			Juarkash Bhubanes				,		ka, Guja				
		~ / 1	The same of the sa	A LEW MILLS	LLI MILEI		6 - 7		- w				

4		
29	9. Which one of the folk-dance forms ha	ve Assam as their origin ?
	(1) Yakshagana (2) Giddha	
30	and the barbants found to cated in the	
	(1) Lahore (2) Mehrauli	
31	and dioney service also known	as?
	(1) French service	(2) Silver service
20	(3) Gueridon service	(4) American service
32	and of heritage noters were	built prior to 1935 but after 1920 covering
	residences, havens, nunting lodges, cas	stles or forts and palaces?
33	(1) Heritage grand (2) Heritage class Which term describes a least	ic (3) Boutique (4) Heritage
	incurred for room charges and extras?	ho vacates a guest room without paying the bill
	(1) Sleeper (2) Premeditator	(2)
34		(3) Accidentals (4) Skipper
	(1) Pension Plan	(2) Continental Plan
	(3) Demi-Pension Plan	(4) European Plan
35	are arrived barrance DDML Stand for	:
	(1) Double Meal	(2) Diplomatic Business Meal
36.	(3) Deluxe Meal	(4) Diabetic Meal
50.	A 'Dummy waiter' in a hotel : (1) Assists differently abled guest	(0) 5
	(3) Provides minor services for guests	(2) Reviews guest activities (4) Providence is
37.	Name the type of tour where an organiz	(4) Provides assistance to servers as side station
	(1) Executive Tour	er accompanies the group for arrangements : (2) Entertainer Tour
	(3) Escorted Tour	(4) Extra-costed Tour
38.	Flag Air carrier of Hong Kong:	Total
	(1) Cathay Pacific Airways	(2) Qantas Airways
	(3) Garuda	(4) Lufthansa
39.	A bed cover stuffed with fibres or down	for warmth and then sewn together on all four
	/1\ py 1	together on an lour
40	(1) Blanket (2) Comforter	(3) Coverlet (4) Duvet
40.	A menu where the list items are priced a	nd ordered separately is called:
	(1) Table u flote	(2) Prix fixe Menu
41.	(3) Du Jour Menu	(4) A La carte
71.	(1) Star Cruise	uscan Island (near Italy) on January 16, 2012?
	 Star Cruise Costa Concordia 	(2) Oasis
	Costa Concordia	(4) Elizabeth

PHD/URS-EE-2020/(Tourism Management)(SET V)/(A)

А					iros
42.	Transportation of passengers and baggar	ge b	y air is known as	:	5
	(2) Parcer Ply	(3)	Carriage	(4) Fly Forward	
43.	Who developed the Jet Engine?			v / · · · · · · · · · · · · · · · · · ·	
	(1) Thomas Webcock	(2)	Frank Whittle		
	(3) Wilbur Wright		None of the abo	we	
44.	The total number of ports in India is:		or the abo	, , ,	
	(1) 221 (2) 222	(3)	223	(4) 224	
45.	River Tapti originates from:				
	(1) Aravalli range	(2)	Cotmon		
	(3) Deccan Plateau		Satpura range		
46.	What is the total length of the roads in Ir	. (**) 	Vindhya range		
		ndia	?		
	(1) 4 million kilometers	(2)	4.8 million kilor	neters	
	(3) 5 million kilometers	(4)	5.8 million kilon	neters	
47.	Which hill station is <i>not</i> served by Toy T	Trair	1.9	neters	
	(1) Darjeeling		Coonoor		
	(3) Mount Abu		Matheran		
48.	In order to promote River Cruise Tou Waterway - 2 (River Brahmaputra) have (1) Guwahati Circuit (2) Tezpur Circuit (3) Neamati Circuit (4) Kolkata Circuit	e bee	n identified :	ing circuits on National	
	(1) (1), (2) and (3) (3), (2), (3) and (4)		(1), (2) and (4)		
49.	(3) (2), (3) and (4)	, ,	(1), (3) and (4)		
10,	In which year the first scheduled railway			_	
50.	(1) 1820 (2) 1825	, ,	1830	(4) 1835	
30.	Scheduled airlines are defined by offerin (1) Rentals of planes for specific purpos (2) Air links according to a published sc (3) Only point-to-point services (4) Ad-hoc charter services	ses	ule		
51.		alle	1.		
	A wholesaler who sells package tour is c (1) Tour Operator		Travel Agent		
	(3) Travel Agency		None of the above	/e	
52.	An Itinerary is also known as:	(•)		-	
	(1) Tour plan	(2)	Travel facilities		
Dr-	(3) Tour product	(4)	Tour services		
rHD/	URS-EE-2020/(Tourism Management)(S	SET	-Y)/(A)	Р. Т. О	
				x - x - Q	

53.	What is point-to-point fare system?
	 The passenger is made to pay extra amount if he stays at a transit airport. The passenger is charged extra amount if he is going by a long route. The passenger is charged only for the destination, irrespective of the flight route. None of these
54.	Functions of a travel agency: Provision of travel information. Liaison with providers of services. Preparation of tour itineraries of tourists. All of these
55.	UNWTO came into existence in : (1) 1964 (2) 1974 (3) 1984 (4) 1004
56.	The abbreviation of 'FHRAI' stands for: (3) 1984 (4) 1994
	(1) The Federation of Hotel and Restaurant Associations of India
	(2) The Federation of Hospitality and Restaurant Associations of India (3) The Foundation of IV.
	(3) The Foundation of Hotels and Restaurants Associations of India (4) The Foundation of Hotels and Restaurants Associations of India
	(4) The Foundation of Hospitality and Restaurant Associations of India The currency of Algeria is:
57.	(1) p
58.	(1) Franc (2) Dollar (3) Dinar (4) Suham
36.	 (1) Approval from the designated authorities (2) Qualified staff for airline ticketing (3) Proper tie-up with insurance companies (4) All of the above
59.	A document issued by a travel agency or vendor authorizing transportation or some other travel service to a specified person: (1) Amenities voucher (2) Miscellaneau in
	(3) Voucher (2) Wiscertaneous charges order
60.	MEDX is a visa granted to:
	(1) Medical Student
	(2) Attendants/family members of patients for medical treatment
	regulationals visiting India for medical treatment
Pun	and the state of t
* 111)	/URS-EE-2020/(Tourism Management)(SET-Y)/(A)

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A				
61.	The four approaches to knowing are:	answers to research o	questions according to Korling	
	CIA C		questions, according to Kerning	;ei
	a. Method of tenacity b. Method of Intuition			
	b. Method of authority			
	d. Method of science			
	e. Method of creativity			
	f. Method of non-functionality			
	Options:			
	(1) (b), (d), (e) and (f) (3) (b), (c), (d) and (e)	(2) (c), (d), (e) and (f)	
62.		(4) (a), (b), (a)	c) and (d)	
02.	Qualitative researchers criticize q (1) Obsession with creativity			
	(3) Emphasis on evidence	. (2) Reduction		
60		(4) Focus on		
63.	Which of the following features b		endent variable in research?	
	(a) It is the cause in the cause-eff	•		
	(b) It is the effect in the cause-eff	-		
	(c) It is the condition or character	ristic which is manipu	lated in an experimental study.	
	(d) It is the variable which is place	ced under control.		
	(e) It is a kind of response variab	ole.		
	Options:			
	(1) (a) and (b)	(2) (b) and (c))	
	(3) (a) and (c)	(4) (d) and (e))	
64.	The standard deviation of the bine	omial distribution is:		
	(1) np (2) \sqrt{np}	(3) npq	(4) √npq	
65.	Which of the following is no	• •		
	coefficient?	e concer about the	properties of the conclution	ı
	o pends on the origin			
	epends on the scale	nala		
	t -			
	.5 independent with respect to			
	e. Is independent with respect to Options:	unit of scare		
		(2) (a), (b), (d) only	
	(1) (a), (d), (e) only	(4) (d), (e), (b)		
PHD/	(3) (a), (b), (c) only			
	URS-EE-2020/(Tourism Managen	nent)(SET-Y)/(A)	P. T. C) .

	Summer			- 1	- quence.	
	b. Budgeting					
	c. Data collection					
	d. Field work					
	e. Research outcor					
	Options:	nes				
	(1) (b), (d), (c), (e), (3) (d), (a), (b), (c)	(a)		(2) (d), (a),	(b) (c) (e)	
67.	(3) (d), (c), (b), (e),	(a)		(A) (b) (a)	(1) () ()	
07.	One way to measure compute its:	re the	extent to v	which a measur	co is from s	
	compute its:		,	men a measur	e is free of randor	n error is t
	(1) Experimenter's t	oias		(2) Demand	characteristics	
	(3) Test-retest reliab			(4) Content v	aliditu	
68.	There are in number	er of fa	avorable case	es to around IAI	111	
		nis for	mula corresp	onds to which o	one of the following	approaches
	(1) Modern approach	n to pro	obability	(2) Statistical	approach to probabi	lity
60	(3) Subjective appro	ach to	probability	(4) Classical a	approach to probabil	ity
69.	Match the items of L	ist I w	ith the items	of List II and	choose the <i>correct</i> a	nswer from
	the code given below	:				
	List I	:		List I		
	a. X bar chart	i. ::				
	b. P chart	ii.		etween samples	•	
	c. C chart	iii.	Variation v	vithin samples		
	d. R chart	iv.	Proportion	of defects		
	u. K chart					
	Options:					
	(1) (a)-(ii), (b)-(iv), (c)-(i),	c-(d)-(iii)			
	(2) (a)-(ii), (b)-(iv), (e					
	(3) (a)-(iv), (b)-(ii), (c	c)-(iii).	, (d)-(i)			
	(4) (a)-(iv), (b)-(ii), (c	c)-(i), ((d)-(iii)			
70.	0 1 1 1	- 1 41-04	Unlin A and	'b' is 2 for a par	ticular estimating line	e with one
,	independent variable.	If the i	ndependent	variable has a v	alue of 5, what value	should be
	expected for the deper	ident v	ariable'?			
		2) 22		(3) 14	(4) 6	
HD/I	JRS-EE-2020/(Tourist	n Mar	iagement)(S	SET-Y)/(A)		

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

Report writing

- In which one of the following product life cycle stages a travel and tourism company improves quality of its offerings and add new features and improved styling?
 - (1) Introduction stage

(2) Growth stage

(3) Decline stage

(4) Maturity stage

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

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

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

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

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

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

- (1) Both the statements I and II are incorrect.
- (2) Statement I is correct, but II is incorrect.
- (3) Statement II is correct, but I is incorrect.
- (4) Both the statements I and II are correct.
- 74. Match the items of list I with the items of list II and choose the correct answer from the

code given below:

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

Options:

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

75. Two statements are given below one labelled as Assertion (A) and the other labelled as Reason (R): Read the statements and choose the correct answer using the code given below. Assertion (A): Luxury brands command price premiums and do not have a strong

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

sold.

- (1) Both (A) and (R) are incorrect.
- (2) Both (A) and (R) are correct and (R) is the right explanation of (A).
- (3) (A) is correct, but (R) is incorrect.
- (4) Both (A) and (R) are correct and (R) is not the right explanation of (A).
- 76. Four distinctive service characteristics greatly affect the design of marketing program for services. The appropriate combination is:
 - (1) Intangibility, inseparability, variability and touchability
 - (2) Intangibility, inseparability, variability and perishability
 - (3) Intangibility, variability, perishability and touchability
 - (4) Variability, perishability, intangibility and touchability
- 77. Two friends are on WhatsApp discussing a holiday plan. Immediately, Uber pops up within WhatsApp to help book a ride and provide an estimate. This is known as:
 - (1) Contextual digital marketing
- (2) Direct mail marketing

(3) Mail order marketing

- (4) Telemarketing
- 78. An airline offering special lounge for waiting is an example of which one of the following differentiations of the service offer?
 - (1) Differentiation through special constituents
 - (2) Differentiation through the experience
 - (3) Differentiation through brand image
 - (4) Differentiation through pricing
- 79. In marketing, DSA stands for:
 - (1) Delivery Staff Agency
- (2) Direct Supplier Agent

(3) Direct Selling Agent

- (4) Distribution and Supply Agency
- **80**. As per the Carroll Model, the four levels of Corporate Social Responsibility are :
 - (1) Physical, economic, social and legal
 - (2) Physical, economic, legal and ethical
 - (3) Philanthropic, economic, legal and ethical
 - (4) Philanthropic, economic, social and ethical
- 81. The National Action Plan for tourism was announced in which year?
- (2) 1992
- (3) 1975
- (4) 2001

Which of the following organization(s) initiated Hotel Energy Solution (HES)? 11 (3) UFTAA (4) None 83. Who developed the PASLOP technique of Tourism planning? (1) Baud-Bovy and Lawson (2) Samuel and Lauren 3) Harris Peterson and Sheldon (4) Fletcher and Cooper 84. Services demonstrate : 1) Low-income elasticity of demand (2) Zero-income elasticity of demand (3) High-income elasticity of demand (4) Unit-income elasticity of demand 85. Which of the following could be a cheaper source of finance for a travel company? (1) Equity (2) Debt (3) Retained Earnings (4) None of the above 86. Tourism as a subject is a part of: (1) Central list (2) State list (3) Concurrent list (4) Union list 87. Need Hierarchy theory of motivation was propounded by : (1) Abraham Maslow (2) K. Lauren (3) F.W. Taylor (4) Henri Fayol 88. Tourism was accorded the status of an industry in which five-year plan of India? (1) Sixth (2) Seventh (3) Eighth (4) Ninth 89. Managerial Grid Leadership was developed by: (1) Rensis Lekert (2) Henry Fayol (3) Paul Hersey (4) Robert Blake and Jane Mouton 90. Name the place which receives maximum rainfall annually (1) Dharamshala (Himachal Pradesh) (2) Pondicherry (3) Mawsynram (Meghalaya) (4) Cherapunji (Meghalaya) 91. Investment, capacity constraints and Tourist Impacts are examples of: (2) Demand Side Factors (1) Destination Factor (3) Supply Side Factors (4) Marketing Factors 92. Definition of Pro-poor tourism *include*: Distribution of benefits from tourism in favor of poor people. (2) Tourism that generates net benefits for the poor community. (3) Providing funds to poor tourists. (4) (1) & (2) both Methods of demand forecasting include: (1) Survey methods (2) Opinion polls (3) Econometric methods (4) All of the above PhilipiCRS-EE-2020/(Tourism Management)(SET-Y)/(A) P. T. O.

was

94.	Consumer Protection Act is significant to:
	(1) Immovable Goods (2) Movable Goods
	(3) Particular Goods and Services (4) All Goods and Services
95.	International Union of Official Travel Organization (IUOTO) established in 1947 was transformed into an intergovernmental technical body on 2, January 1975, as (1) UNDP (2) UNWTO (3) TERN (4) NTA
96.	The process of delegation of authority of a hotel manager comprises the following steps: I. Assignment of Tasks II. Creation of Responsibility III. Granting Authority
	IV Fixing Accountability
	The <i>correct</i> sequence of these steps is
	(1) III, II, I, IV (3) I, II, IV, III
	(2) I, II, III, IV (4) II, I, III, IV
97.	(')
	(1) Tourism Finance Corporation of India
	(2) Tourism Fund Corporation of India
	(3) Tourism for Community in India
	(4) Tourism Federation for Conservation in India
98.	The attitude of copying tourist's behaviour among the local many to
	(A) Domost car
99.	which one of the following is the most current liquid and a
	(Z.) IIIVenton.
400	(4) Cash
100.	The term 'EVA' is used for:
	(1) Economic Value Added (2) Extra Value Added (3) Expected Volume Arbitrage
	(3) Expected Volume Arbitrage (4) Engineering Value Accrued
	Accrued Accrued

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В

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

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- 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.

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 In which one of the following product life cycle stages a travel and tourism company improves quality of its offerings and add new features and improved styling?

(1) Introduction stage

(2) Growth stage

(3) Decline stage

(4) Maturity stage

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

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

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

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

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

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

- (1) Both the statements I and II are incorrect.
- (2) Statement I is correct, but II is incorrect.
- (3) Statement II is correct, but I is incorrect.
- (4) Both the statements I and II are correct.
- 4. Match the items of **list I** with the items of **list II** and choose the correct answer from the

code given below:

	List I		List I
a.	Demographic	i.	Self-values
b.	Psychographic	íi.	Convenience
C.	Benefits	iii.	Gender
d.	Behavioural	iv.	Loyalty

Options:

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

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

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

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

- (1) Both (A) and (R) are incorrect.
- (2) Both (A) and (R) are correct and (R) is the right explanation of (A).
- (3) (A) is correct, but (R) is incorrect.
- (4) Both (A) and (R) are correct and (R) is not the right explanation of (A).
- 6. Four distinctive service characteristics greatly affect the design of marketing program for services. The appropriate combination is:
 - (1) Intangibility, inseparability, variability and touchability
 - (2) Intangibility, inseparability, variability and perishability
 - (3) Intangibility, variability, perishability and touchability
 - (4) Variability, perishability, intangibility and touchability
- 7. Two friends are on WhatsApp discussing a holiday plan. Immediately, Uber pops up within WhatsApp to help book a ride and provide an estimate. This is known as:
 - (1) Contextual digital marketing

(2) Direct mail marketing

(3) Mail order marketing

- (4) Telemarketing
- An airline offering special lounge for waiting is an example of which one of the following differentiations of the service offer?
 - (1) Differentiation through special constituents
 - (2) Differentiation through the experience
 - (3) Differentiation through brand image
 - (4) Differentiation through pricing
- **9.** In marketing, DSA stands for :
 - (1) Delivery Staff Agency

(2) Direct Supplier Agent

(3) Direct Selling Agent

- (4) Distribution and Supply Agency
- As per the Carroll Model, the four levels of Corporate Social Responsibility are: 10.
 - (1) Physical, economic, social and legal
 - (2) Physical, economic, legal and ethical
 - (3) Philanthropic, economic, legal and ethical
 - (4) Philanthropic, economic, social and ethical
- 11. A wholesaler who sells package tour is called:
 - (1) Tour Operator

(2) Travel Agent

(3) Travel Agency

(4) None of the above

				3
B 12.	An Itinerary is also known as: (1) Tour plan (3) Tour product	(2) Travel facil (4) Tour service		
13.	in to point fare system?	amount if he stay unt if he is going ne destination, in	s at a transit airport. by a long route. respective of the flight route.	
14.	Functions of a travel agency: (1) Provision of travel information. (2) Liaison with providers of services. (3) Preparation of tour itineraries of tou (4) All of these	urists.		
15.	UNWTO came into existence in: (1) 1964 (2) 1974	(3) 1984	(4) 1994	
16.	The abbreviation of 'FHRAI' stands for (1) The Federation of Hotel and Restat (2) The Federation of Hospitality and (3) The Foundation of Hotels and Restat (4) The Foundation of Hospitality and	urant Associatio Restaurant Asso Staurants Associ	ations of India	
17.	The currency of Algeria is: (1) Franc (2) Dollar	(3) Dinar	(4) Suham	
18.	To establish a Travel Agency we require (1) Approval from the designated auth (2) Qualified staff for airline ticketing (3) Proper tie-up with insurance compact (4) All of the above	noriues ganies	d de la componentation	or some
19.	A document issued by a travel agent other travel service to a specified pers (1) Amenities voucher (3) Voucher	on:	aneous charges order	or some
20.	MEDX is a visa granted to:			
	(1) Medical Student		anl trantment	
	(2) Attendants/family members of pa	itients for medi	car nearment	
	(3) Foreign nationals visiting India for	or medical trea	ımenı	

4								
2	1. What is the trolley service also know	vn as ?						
	(1) French service	(2) Silver service						
	(3) Gueridon service	(4) American service						
22		ere built prior to 1935 but after 1920 covering						
	residences, havelis, hunting lodges, o							
20	(1) Heritage grand (2) Heritage cla							
23		gaest wife rather a						
	incurred for room charges and extras (1) Sleeper (2) Premeditato	(4) 01!						
2/		(•)						
24	What is the other name for Modified (1) Pension Plan	(2) Continental Plan						
	(3) Demi-Pension Plan	(4) European Plan						
25		· / 1						
	(1) Double Meal	(2) Diplomatic Business Meal						
	(3) Deluxe Meal	(4) Diabetic Meal						
26	. A 'Dummy waiter' in a hotel :							
	(1) Assists differently abled guest							
	(2) Reviews guest activities							
	(3) Provides minor services for guest							
	(4) Provides assistance to servers as side	e station						
27.		izer accompanies the group for arrangements:						
	(1) Executive Tour	(2) Entertainer Tour						
	(3) Escorted Tour	(4) Extra-costed Tour						
28.	0 0	(2) (2)						
	(1) Cathay Pacific Airways	(2) Qantas Airways						
-	(3) Garuda	(4) Lufthansa						
29.		wn for warmth and then sewn together on all four						
	sides is known as : (1) Blanket (2) Comforter	(3) Coverlet (4) Duvet						
20		() Baret						
30.	A menu where the list items are priced (1) Table d' hote	(2) Prix fixe Menu						
	(3) Du Jour Menu	(4) A La carte						
04								
31.	UFTAA divides the world into how ma	(2) 44						
20	(1) 7 (2) 8	(3) 11 (4) 12						
32.	Where is the Mausoleum of Emperor A							
	(1) Sikandra (2) Lahore	(3) Delhi (4) Fatehpur Sikri						

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								5
33.	Establish year194	hed in 8. Wha	1932, at was th	this airl he origi	ine was l nal name o	ater acquired by of the airline?	the Indian government in the	
	(1) Air	India	(2	2) Tata	Airlines	(3) Indian Airl	ines (4) Ryan Air	
34.	Green he	ouse el					•	
	(1) Abil	ity of	atmosp)	here to 1	retain wate	er vapor		
							the planet relatively warm	
						agnetic radiation	The production of the producti	
	(4) Non					<i>C</i>		
35.	Which o	ne of t	these co	ountries	has no coa	ast line ?		
	(1) Chi			2) Spai		(3) Hungary	(4) Sweden	
36.	The attit	ude of	copyin	g touris	t's behavio	our among the loc	val neonle is called:	
	The attitude of copying tourist's behavior (1) Demanding effect					(2) Demonstration effect		
						(4) Demarking		
37.	(3) Demoralizing effect (4) Demarking effect The famous Kanha Wildlife Sanctuary is located in the state of:							
	(1) Biha			2) Karr		(3) Assam	(4) Madhya Pradesh	
38.	Kuchipu					(5) 135411	(1) Madilya Hadesii	
	(1) Raja		ice ong	mated I	iom .	(2) Andhra Pra	ndach	
	(3) Karı					(4) Tamil Nad		
39.					h those in	the List-II and c	hoose the <i>correct</i> answer usin	18
	the code	-		:	List-I.	7		
		<i>List-</i> unnar	1	(i)	West Be			
		t. Abu		(ii)		and Kashmir		
	C. Patnitop		(iii)	Rajastha	an			
	D. Darjeeling		(iv)	Kerala				
	Code:	Α.	n	C	D			
	(1)	A (iv)	B (ii)	C (i)	D (iii)			
	(2)	(iv)	(iii)	(ii)	(ii)			
	(3)	(iii)	(iv)	(ii)	(i)			
		,	, ,					

(ii)

(iii)

(iv)

(4)

(i)

40. Match List I with List II:		
List-I (Airports)		List-II (City)
(a) Veer Savarkar International Airport	(i)	Guwahati
(b) Lokpriya Gopinath Bandolo International Airport	i (ii)	Bengaluru
(c) Kempegowda International Airport	(iii)	Port Blair
(d) Rajeev Gandhi International Airport Code:	(iv)	Hyderabad
(a) (b) (c) (d) (1) (ii) (iv) (iii) (i) (2) (ii) (iv) (i) (iii) (3) (iii) (i) (ii) (ii) (4) (i) (iii) (iv) (ii) 41. Investment, capacity constraint		
41. Investment, capacity constraints and Tourist Impacts (1) Destination Factor (2) Demandation (3) Supply Side Factors (4) Marketing (4) Definition of Pro-poor tourism include: (1) Distribution of benefits from tourism in favor of particles (5) Tourism that generates net benefits for the poor contact (6) Providing funds to poor tourists. (4) (1) & (2) both	d Side I ing Faci	Factors tors
43. Methods of demand forecasting <i>include</i> : (1) Survey methods (3) Econometric methods (4) All of the 44. Consumer Protection Act is significant to: (1) Immovable Goods (3) Particular Goods and Services (4) All Goods 45. International Union of Official Travel Organization (IU transformed into an intergovernmental technical body or (1) UNDP (2) UNWTO (3) TERN (4) NTA	above Goods	· · ·
HD/URS-EE-2020/(Tourism Management)(SET-Y)/(B)		

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5				the Collowing	
46.	The process of delegation of	autho	ority of a	hotel manager comprises the following	í
	steps:				
	I. Assignment of Tasks				
	II. Creation of Responsibility				
	III. Granting Authority				
	IV Fixing Accountability		4		
	The <i>correct</i> sequence of these				
	(1) III, II, I, IV		I, II, IV, I		
	(2) I, II, III, IV	(4)	II, I, III, I	V	
47.	TFCI stands for:				
	(1) Tourism Finance Corporat	ion of	India		
	(2) Tourism Fund Corporation	of In	ıdia		
	(3) Tourism for Community in	ı Indi	a		
	(4) Tourism Federation for Co				
48.	The attitude of copying tourist	's beh	aviour amo	ong the local people is called as:	
	(1) Demanding effect		(2) I	Demonstration effect	
	(3) Demoralizing effect		(4) I	Demarking effect	
49.	Which one of the following is	the m	ost current	liquid asset for a firm?	
	(1) Bills Receivable			nventory	
	(3) Term Loans		(4) (Cash	
50.	The term 'EVA' is used for:				
50.	(1) Economic Value Added		(2) I	Extra Value Added	
	(3) Expected Volume Arbitrag	2e		Engineering Value Accrued	
Ed				esearch questions, according to Kerlinge	er
51.		ng un	SWCIB to 10	,	
	are: a. Method of tenacity				
	b. Method of Intuition				
	c. Method of authority				
	d. Method of science				
	e. Method of creativity				
	f. Method of non-functionali	ty			
	Options:			() (I) () 1 (B	
	(1) (b), (d), (e) and (f)			(c), (d), (e) and (f)	
	(3) (b), (c), (d) and (e)			(a), (b), (c) and (d)	
52.	Qualitative researchers criticiz	e qua	ntitative re	esearch for its tendency towards:	
	(1) Obsession with creativity		(2)	Reductionism	
	(3) Emphasis on evidence		(4)	Focus on empiricism	
	•				

8							
53. Which of the following features be	est describe an independent variable in research?						
(a) It is the cause in the cause-effect relationship.							
(b) It is the effect in the cause-effe	ct relationship.						
(c) It is the condition or characteris	stic which is manipulated in an experimental study.						
(d) It is the variable which is place	d under control.						
(e) It is a kind of response variable							
Options :							
(1) (a) and (b)	(2) (b) and (c)						
(3) (a) and (c)	(4) (d) and (e)						
54. The standard deviation of the binom	ial distribution is:						
(1) np (2) \sqrt{np}	(3) npg $(4) \sqrt{ppg}$						
55. Which of the following is not of	correct about the properties of the correlation						
coefficient?	assur are properties of the correlation						
 Depends on the origin 							
b. Depends on the scale							
c. Depends on both origin and scale							
d. Is independent with respect to ori	gin						
e. Is independent with respect to uni	t of scale						
Options:							
(1) (a), (d), (e) only	(2) (a), (b), (d) only						
(3) (a), (b), (c) only	(A) (A) (A) (A)						
56. Arrange the following stages of research	ch in a proper sequence.						
a. Report writingb. Budgeting	1 - Fet seducines;						
c. Data collection							
d. Field work							
e. Research outcomes							
Options :							
(1) (b), (d), (c), (e), (a)	(2) (d) (a) (b) (c)						
(3) (d), (c), (b), (e), (a) 57. One way to make	(2) (d), (a), (b), (c), (e) (4) (b), (e), (d), (c), (a)						
compute its	(4) (b), (e), (d), (c), (a) nich a measure is free of random error is to						
(1) Experimenter's bias	a measure is free of random error is to						
(3) Test-retest reliability	(2) Demand characteristics						
	(4) Content volidie.						
PHD/URS-EE-2020/(Tourism Management)(S	The way						
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59	is P(A)=m/(m+n). The to probability? (1) Modern approach (3) Subjective approach	nis formula corresponds formula corresponds to probability ach to probability ist I with the item: i. Number of ii. Variation iii. Variation	(2) Statistical a (4) Classical aps of List II and c	d 'n' are non- favorable cases. bility of occurring the event Ane of the following approaches approach to probability opproach to probability hoose the <i>correct</i> answer from
	Options:	1		
60.	expected for the deper	c)-(iii), (d)-(i) c)-(iii), (d)-(i) c)-(i), (d)-(iii) ed that 'a' is 4 and If the independent	'b' is 2 for a partivariable has a va	cular estimating line with one lue of 5, what value should be (4) 6
61.	The National Action P (1) 1986 (2)	rlan for tourism wa 2) 1992	as announced in v	which year ? (4) 2001
62.	Which of the following (1) UNWTO (2)	g organization(s) i) UNCTAD	nitiated Hotel En (3) UFTAA	ergy Solution (HES) ? (4) None
63. 64.	Who developed the PA (1) Baud-Bovy and La (3) Harris Peterson and Services demonstrate:	wson	of Tourism plann (2) Samuel and (4) Fletcher and	ing ? Lauren
65.	(1) Low-income elastic(3) High-income elastic	city of demand	(4) Unit-income	e elasticity of demand e elasticity of demand nce for a travel company ?
	(1) F	could be a eneap	er source of fillal	ice for a travel company?

(2) Debt

(4) None of the above

(1) Equity

(3) Retained Earnings

70	In order to	11
/0	Waterway - 2 (Piyon P.)	rism in India following circuits on National been identified:
	Waterway - 2 (River Brahmaputra) have	been identified.
	(2) Tezpur Circuit	,
	(3) Neamati Circuit	
	(4) Kolkata Circuit	
	(1) (1), (2) and (3)	(2) (1) (2
	(3) (2), (3) and (4)	(2) (1), (2) and (4)
79.	In which year the first scheduled railway	(4) (1), (3) and (4)
	In which year the first scheduled railway (1) 1820 (2) 1825	service was inaugurated in Europe?
	Scheduled airlines are defined by offerin	
	(1) Rentals of planes for specific purpos	g :
	(4) All HIKS according to a published so	es hadula
	(5) Only point-to-point services	nedule
	(4) Ad-hoc charter services	
81.	Which of the following book was writter	1 by Subhash Chandra Rose 2
	(1) Ivauonansin	(2) The Indian Struggle
	(3) The Religion of Man	(4) Indian Home Rule
82.	Where is the Central Coffee Research In	stitute established?
		(3) Chikmagalur (4) Arakku
83.	From among the following national par	ks or wildlife sanctuaries, which one was the
	first to be declared as UNESCO World I	Heritage Site in 1985 ?
	(1) Sunderbans National Park	(2) Manas Wildlife Sanctuary
	(3) Jim Corbett National Park	(4) Kaziranga National Park
84.	Which is the largest monastery in India?	
	(1) Tawang Monastery	(2) Tabo Monastery
	(3) Hemis Monastery	(4) Phuktal Monastery
85.	Which is the only inhabited living fort in	India ?
	(1) Mehrangarh fort, Jodhpur	(2) Jaisalmer fort, Jaisalmer
	(3) Chittor fort, Chittorgarh	(4) Ranthambore fort, Sawai Madhopur
86.	Bandhavgarh National Park is famous fo	r:
	(1) Tigers (2) Asiatic Lions	(3) Leopards (4) Elephants
87.	In which state is the Hornbill festival cele	ebrated?
	(1) Uttarakhand (2) Manipur	(3) Tripura (4) Nagaland
88.	Where is the Lingaraja temple located?	
	(1) Uttarkashi, Uttarakhand	(2) Varanasi, Uttar Pradesh
	(3) Bhubaneshwar,Odisha	(4) Dwarka, Gujarat
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(DO NOT OPEN THIS QUESTION BOOKLET BEFORE TIME OR UNTIL YOU ARE ASKED TO DO SO)



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

SET-Y

SUBJECT: Tourism Management

10019

Time: 11/4 Hours	Max. Marks : 100	Total Questions: 100
Roll No. (in figures)	(in words)	
Name	Father's Name	
Mother's Name	Date of Examination_	
(Signature of the Candidate)		(Signature of the Invigilator)
(Digitalule of the Galididate)		(originations of the straightation)

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

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

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(3) The Religion of Man

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(4) Indian Home Rule

P. T. O.

C		
2	5. The headquarters of the UNWTO are le	ocated in :
	(1) Madrid (Spain)	(2) Barcelona (Spain)
	(3) Chicago (USA)	(4) Brussels (Belgium)
26	paris de correc	ctly matched?
	•	(2) Kathakali - Kerala
	(3) Bharatnatyam - Andhra Pradesh	(4) Kathak - Tamil Nadu
27	The state of the s	the development of typologies of tourism? (3) Brian Archer (4) Valene Smith
28	, , , , , , , , ,	
20	- 8 - (1991) tourist typology menutes	
	(1) Psychocentric, Midcentric, Allocen	tric
	(2) Psychocentric, Psychographic, Allo	ocentric
	(3) Near-allocentric, Midcentric, Psych	nedelic
	(4) Allocentric, Psychocentric, Psychec	delic
29.	Arrange the following organization establishment.	is in sequence according to the date of
	(1) ITDC, IATO, TAAI (3) TAAI, ITDC, IATO	(2) IATO, ITDC, TAAI(4) ITDC, TAAI, IATO
30.	This type of tourism involves the idea of	f risk and traveling to remote and exotics areas.
	(1) Religious Tourism	(2) Adventure Tourism
	(3) Dark Tourism	(4) Extreme Tourism
31.	The National Action Plan for tourism w	as announced in which year?
	(1) 1986 (2) 1992	(3) 1975 (4) 2001
32.	Which of the following organization(s)	initiated Hotel Energy Solution (HES)?
	(1) UNWTO (2) UNCTAD	(3) UFTAA (4) None
33.	Who developed the PASLOP technique	of Tourism planning?
	(1) Baud-Bovy and Lawson	(2) Samuel and Lauren
	(3) Harris Peterson and Sheldon	(4) Fletcher and Cooper
34.	Services demonstrate:	
	(1) Low-income elasticity of demand	(2) Zero-income elasticity of demand
	(3) High-income elasticity of demand	(4) Unit-income elasticity of demand
35.	Which of the following could be a cheap	per source of finance for a travel company?
	(1) Equity	(2) Debt
	(3) Retained Earnings	(4) None of the above
36.	Tourism as a subject is a part of:	
	(1) Central list	(2) State list
	(3) Concurrent list	(4) Union list

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

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

Options:

(1) (a), (d), (e) only

(2) (a), (b), (d) only

(3) (a), (b), (c) only

- (4) (d), (e), (b) only
- 46. Arrange the following stages of research in a proper sequence :
 - a. Report writing
 - b. Budgeting
 - c. Data collection
 - d. Field work
 - e. Research outcomes

Options:

(1) (b), (d), (c), (e), (a)

(2) (d), (a), (b), (c), (e)

(3) (d), (c), (b), (e), (a)

- (4) (b), (e), (d), (c), (a)
- 47. One way to measure the extent to which a measure is free of random error is to compute its:
 - (1) Experimenter's bias
 - (2) Demand characteristics
 - (3) Test-retest reliability
 - (4) Content validity
- 48. There are 'm' number of favorable cases to event 'A' and 'n' are non- favorable cases, both are equally likely and mutually exclusive, the probability of occurring the event A is P(A)=m/(m+n). This formula corresponds to which one of the following approaches to probability?
 - (1) Modern approach to probability
 - (2) Statistical approach to probability
 - (3) Subjective approach to probability
 - (4) Classical approach to probability

	49.	Ma the	tch the items of code given be	of List I wit low:	h the ite	ms of	List II and cl	hoose the correct as	nswer (rom
			List I			Lis	t I		
		a.	X bar chart	i.	Number	of de	fects		
		b.	P chart	ii.	Variation	betv	veen samples		
		C.	C chart	iii.	Variation	with	in samples		
		d.	R chart	iv. I	Proportio	on of	defects		
		Opti	ons:						
		(1)	(a)-(ii), (b)-(iv), (c)-(i), c-(d)-(iii)				
		(2) ((a)-(ii), (b)-(iv), (c)-(iii), (c	d)-(i)				
		(3) ((4) ((a)-(iv), (b)-(ii), (c)-(iii), (d	d)-(i)				
5			(a)-(iv), (b)-(ii						
		nder	ose, it is calci pendent varial	ilated that 'a	' is 4 and	d'b' i	s 2 for a partic	ular estimating line	with one
		1	cted for the de	ic. If the me	iebenden	i varı	able has a valu	ne of 5, what value	should be
	(1) 1	1	(2) 22	idole .	(3)	14	(4) 6	
						(5)		(4) 0	
51		Vhat	is the trolley	service also	known a	s ?			
	()	I) F	rench service				Silver service		
			lueridon servi			(4)	American serv	vice	
52	. V	/hicl	h kind of he	ritage hotel	s were	built	prior to 193	5 but after 1920	Covering
			,,	TOUR TOUR	eco. Casii	CS OF	IOME and note.	ces ?	covering
53	(I) III Diah	eritage grand	(2) Heritag	ge classic	(3)	Boutique	(4) Heritage	
33	. vv in	men curre	ed for room cl	es a hotel g	uest who	o vac	ates a guest ro	oom without paying	the bill
			eeper	(2) Premed	Auus .				
54.			s the other na			(S)	Accidentals	(4) Skipper	
			nsion Plan	me for Mod	med Am		n Pian ? Continental Pla		
			mi-Pension P	lan			European Plan	3f1	
55.			irline parlanc		nd for ·	(1)	ouropean r ian		
			uble Meal			(2) 1	Diplomatic Bu	cinoso M. 1	
			uxe Meal			(4) I	Diabetic Meal	siness Meal	
56.	ΑΊ) Dum	my waiter' in	a hotel:		` / -	micu		
			ists differentl		st	(2) F	Reviews guest	activities	
						(4) F	rovides assista	activities nce to servers as side	otati
				-		. /		to servers as sing	Station

						7
,	Name the type of tour where an organiz	zor oo	companies	the or	oun for arrangement	s:
57.	Name the type of tour where an organiz (1) Executive Tour	201 aC (2)	Entertain	er Tou	r	
	(3) Escorted Tour		Extra-cos			
58.	Flag Air carrier of Hong Kong:					
JU.	(1) Cathay Pacific Airways	(2)	Qantas A	irways		
	(3) Garuda	,	Lufthans			
59.	A bed cover stuffed with fibres or dow	vn for	warmth a	nd ther	sewn together on a	ll four
	sides is known as:				(4) Duvet	
	(1) Blanket (2) Comforter	,	Coverlet			
60.	A menu where the list items are priced	and o	ordered sep	parately	is called:	
	(1) Table d' hote		Prix fixe A La car			
	(3) Du Jour Menu				ovel and tourism co	mpany
61.	In which one of the following product improves quality of its offerings and ac	t life dd nev	cycle stag v features	and im	proved styling?	
	(1) Introduction stage	(2)	Growth	stage		
	(3) Decline stage		Maturity	_		
62.	The following statements relate to soci	ial me	edia marke	eting. C	Choose the correct c	ode for
02.	the statements being correct or incorrect	ct.				
	Statement I : Social media marke	eting	does not	allow	users to interact	among
	1					
	Statement II: Social media marketing helps facilitate the consumer's decision process by encouraging need recognition, information search, alternative evaluation, purchase					
	by encouraging need recognition, mic	Ji IIIat	ion searen	,	•	
	and post purchase reviews. (1) Both the statements I and II are inc	correc	et.			
	(2) Statement I is correct, but II is inco	orrect				
	(3) Statement II is correct, but I is incorrect.					
	(4) Doth the statements I and II are co	rrect.				
63.	The following two statements relate	to m	arketing.	Choos	e the <i>correct</i> code	for th
UU.	statements being correct or incorrect.					
					· ·	

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

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

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

64 Match the items of list I with the items of list II and choose the correct answer from

Options: 0. J Behavioural Psychographic Demographic 7 Ξ =: Loyalty Gender Convenience Self-values

- (a)-(ii), (b)-(iv), (c)-(iii), (d)-(i)
- (2) (a)-(iii), (b)-(iv), (c)-(ii), (d)-(i)
- (a)-(iii), (b)-(ii), (c)-(i), (d)-(iv)
- 65. (4) (a)-(iii), (b)-(i), (c)-(ii), (d)-(iv)

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

Assertion (A): Luxury brands command price premiums and do not have

lifestyle component. a strong

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

- (1) Both (A) and (R) are incorrect.
- (3) (A) is correct, but (R) is incorrect. Both (A) and (R) are correct and (R) is the right explanation of (A).

(4) Both (A) and (R) are correct and (R) is not the right explanation of (A).

66.

- \equiv Four distinctive service characteristics greatly affect the design of marketing program Intangibility, inseparability, variability and touchability
- \Im Intangibility, inseparability, variability and perishability
- Intangibility, variability, perishability and touchability
- 67. Variability, perishability, intangibility and touchability
- . within WhatsApp to help book a ride and provide an estimate. This is known as (1) Contextual digital marketing Two friends are on WhatsApp discussing a holiday plan. Immediately, Uber pops up
- (2) Direct mail marketing
- (3) Mail order marketing

68

- following differentiations of the service offer? An airline offering special lounge for waiting (4) Telemarketing is an example of which one of the
- Differentiation through special constituents

 \equiv

- Differentiation through the experience
- Differentiation through brand image
- (4) Differentiation through pricing

,			9
69	In marketing, DSA stands for :(1) Delivery Staff Agency(3) Direct Selling Agent	(2) Direct Supplier Agent(4) Distribution and Supply Agency	7
70	 As per the Carroll Model, the four (1) Physical, economic, social and (2) Physical, economic, legal and (3) Philanthropic, economic, legal (4) Philanthropic, economic, social 	ethical Land ethical	
71.	Investment, capacity constraints ar(1) Destination Factor(3) Supply Side Factors	nd Tourist Impacts are examples of : (2) Demand Side Factors (4) Marketing Factors	
72.	Definition of Pro-poor tourism <i>inc</i> (1) Distribution of benefits from to (2) Tourism that generates net ben (3) Providing funds to poor tourist (4) (1) & (2) both	ourism in favor of poor people. nefits for the poor community.	
73.	Methods of demand forecasting <i>ine</i> (1) Survey methods (3) Econometric methods	clude: (2) Opinion polls (4) All of the above	
74.	Consumer Protection Act is signifi (1) Immovable Goods (2) Movable Goods (3) Particular Goods and Services (4) All Goods and Services		
'5.	International Union of Official Tratransformed into an intergovernment (1) UNDP (2) UNWTO	avel Organization (IUOTO) established in 1947 w ntal technical body on 2, January 1975, as (3) TERN (4) NTA	/as
6.	The process of delegation of authors steps:	nority of a hotel manager comprises the followi	ng
	 I. Assignment of Tasks II. Creation of Responsibility III. Granting Authority IV Fixing Accountability The <i>correct</i> sequence of these steps 		
		I, II, IV, III	

7	77.	TFCI stands for	*			
			nance Corporation o			
			nd Corporation of Ir			
			Community in Indi			
-7	70		deration for Conserv			
/	'8.				ocal people is called as:	
		(1) Demanding(3) Demoralizin		(2) Demonstr		
7	9.			(4) Demarkin		
		(1) Bills Receive	e following is the mo		set for a firm ?	
		(3) Term Loans	abic	(2) Inventory(4) Cash		
80		The term 'EVA'	is used for :	(4) Cash		
		(1) Economic V		(2) Extra Valu	ue Added	
			lume Arbitrage	•	g Value Accrued	
81			the world into how r			
		(1) 7	(2) 8	(3) 11	(4) 12	
82		Where is the Mai	usoleum of Emperor	Akbar?		
0.0		(1) Sikandra	(2) Lahore	(3) Delhi	(4) Fatehpur Sikri	
83	A.	Established in 19 year1948. What v	932, this airline was was the original name	later acquired by e of the airline?	the Indian government in the	
	(1) Air India	(2) Tata Airlines		nes (4) Ryan Air	
84.	. (Green house effec	et refers to :		·	
	(1) Ability of atm	nosphere to retain wa	iter vapor		
					the planet relatively warm	
	(3	3) Ability of clou	ud to scatter electron	nagnetic radiation	1 marchalately walli	
		None of the ab				
85.	W	hich one of these	e countries has no co	oast line ?		
) China	(2) Spain	(3) Hungary	(4) Sweden	
86.	Th	e attitude of cop	ying tourist's behavi	our among the loca	l people is called ·	
		Demanding eff		(2) Demonstration		
	(3)	Demoralizing e	ffect	(4) Demarking effect		
87.	The	e famous Kanha	Wildlife Sanctuary	is located in the sta	te of :	
		Bihar	(2) Karnataka	(3) Assam	(4) Madhya Pradesh	
PHD/U	RS-	EE-2020/(Tour	ism Management)	(SET-Y)/(C)	y	
				, (-)		

C									1
88	- Kuch	iipudi da	ince orig	ginated	from:				
	(1) B	Rajastha	n	(2) And	lhra Prac	desh (3)	Karnataka	(4) Tamil Nadu	
89	Matc the co	h the ite odes giv	ms in L	ist-I wi	th those	in the Lis	st-II and	choose the <i>correct</i> answer	using
		Lis	t-I		List	t-11			
	A.	Munna	r	(i)	West	Bengal			
	В.	Mt. Ab		(ii)	Jamm	u and Ka	shmir		
	C.	Patnito		(iii)	Rajasi	than			
	D.	Darjeel	ing	(iv)	Keral	la			
	Code								
	(1)	A	В	C	D				
	(1)		(ii)	(i)	(iii)				
	(2)	(iv)	(iii)	(ii)	(i)				
	(3)		(iv)	(ii)	(i)				
00		(i)	(ii)	(iii)	(iv)				
90.	Matci	n List I	with Lis		.ist-I			T to 4 TT	
					rports)			List-II (City)	
	(a)	Veer	Savarka		ational A	Airport	(i)	Guwahati	
		Lokp		Gop		Bando	, ,	Bengaluru	
	(b)	Interi	national	Airport	oort		,	Dengalulu	
	(c)	Kemp	pegowda	a Interna	ational A	Airport	(iii)	Port Blair	
	(d)	Rajee	v Gand	hi Intern	ational.	Airport	(iv)	Hyderabad	
	Code								
		(a)	(b)	(c)	(d)				
	(1)	(ii)	(iv)	(iii)	(i)				
	(2)	(ii)	(iv)	(i)	(iii)				
	(3)	(iii)	(i)	(ii)	(iv)				
	(4)	(i)	(iii)	(iv)	(ii)				
91.	A who	lesaler v	vho sell	s packaį	ge tour i	s called:			
		ur Oper				, ,	ravel Age		
	(3) Tra	avel Age	ency			(4) N	one of the	e above	
92.		erary is	also kn	own as	:	(O) T	raval faci	litiae	
		ur plan				, ,	ravel faci our servic		
	13) 10	ur produ	ICI .			(~7) 1	CHELLINI TIE	W 17	

-16	~
- 2	7

9	(2) The assessment sharped over a amount 11 fl	 The passenger is made to pay extra amount if he stays at a transit unpost. The passenger is charged extra amount if he is going by a long route. The passenger is charged only for the destination, irrespective of the flight route. 					
94	 94. Functions of a travel agency: (1) Provision of travel information. (2) Liaison with providers of services. (3) Preparation of tour itineraries of tourists. (4) All of these 	 Provision of travel information. Liaison with providers of services. Preparation of tour itineraries of tourists. 					
95	95. UNWTO came into existence in : (1) 1964 (2) 1974 (3) 19	984	(4) 1994				
96	96. The abbreviation of 'FHRAI' stands for :						
	(1) The Federation of Hotel and Restaurant Ass	(1) The Federation of Hotel and Restaurant Associations of India					
	(2) The Federation of Hospitality and Restaura	(2) The Federation of Hospitality and Restaurant Associations of India					
	(3) The Foundation of Hotels and Restaurants	(3) The Foundation of Hotels and Restaurants Associations of India					
	(4) The Foundation of Hospitality and Restaur	ant Associati	ons of India				
97	97 . The currency of Algeria is :						
00	(1) Franc (2) Dollar (3) Di	inar	(4) Suham				
98.	98. To establish a Travel Agency we require:						
	(1) Approval from the designated authorities(2) Qualified staff for airline ticketing						
	(3) Proper tie-up with insurance companies						
	(4) All of the above						
99.	99. A document issued by a travel agency or vene other travel service to a specified person:	dor authorizi	ng transportation or som	e			
	•	iscellaneous	charges order				
		ver passes	charges order				
100.		passos					
	(1) Medical Student						
	(2) Attendants/family members of patients for n	nedical treatr	nent				
	(3) Foreign nationals visiting India for medical	treatment					
	(4) Mountaineers						

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



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

SET-Y

SUBJECT: Tourism Management 10004

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

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

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

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

	ö	Ö	.7		4.	e in in in
A. 1 B. 1 C. F Code:	(1) Rajas Match the the codes	(I) B Kuchi	€D.	Whicl (1) C The a	Greer (1) A (2) A (3) A (4) N	
List-I Munnar Mt. Abu Patnitop Darjeeling :	 Rajasthan Match the iter the codes give 	Bihar hipudi dai	 (1) Demanding effect (3) Demoralizing effect The famous Kanha Wild 	ich one of China attitude c	en house effect ref. Ability of atmosph Ability of certain at Ability of cloud to None of the above	UFTAA divi (1) 7 Where is the (1) Sikandra (1) Sikandra Established i year1948. Wi (1) Air India
ng (ii) (iii)	sthan (2 e items in Lis given below	nce orig	ng effec zing eff kanha W	these c	effect ref atmosper certain a f cloud the above	des the Mausol n 1932, hat was
	2) Andi st-I with	(1) Bihar (2) Karnataka Kuchipudi dance originated from:	t ect /ildlife \$	countries h (2) Spain ng tourist	Green house effect refers to: (1) Ability of atmosphere to: (2) Ability of certain atmosphe (3) Ability of cloud to scatte (4) None of the above	UFFAA divides the world into ho (1) 7 (2) 8 Where is the Mausoleum of Emp. (1) Sikandra (2) Lahore Established in 1932, this airline year1948. What was the original point (1) Air India (2) Tata Air
List-II West Bengal Jammu and I Rajasthan Kerala D (iii) (i) (i) (iv)	hra Prad h those i	nataka rom :	Sanctuar	has no on	retain w eric gasee r electro	world into how m (2) 8 eum of Emperor , (2) Lahore this airline was the original name (2) Tata Airlines
List-II West Bengal Jammu and Kashmir Rajasthan Kerala D (iii) (i) (i) (iv)	(1) Rajasthan (2) Andhra Pradesh (3) Karnataka (4) Tamil N Match the items in List-I with those in the List-II and choose the <i>correct</i> the codes given below:	(3) Assam (4) Madhya	ling effect (2) Demonstration effect (3) Demonstration effect (4) Demarking effect (5) Kanha Wildlife Sanctuary is located in the state of:	Which one of these countries has no coast line? (1) China (2) Spain (3) Hungary (4) Sweden The attitude of copying tourist's behaviour among the local popularies and the local popularies.	7-3	nany regions? (3) 11 Akbar? (3) Delhi later acquired by the of the airline? (3) Indian Airlines
	iil Nadu <i>'ect</i> answer using	lhya Pradesh	alled :)den	atively warm	(4) 12(4) Fatehpur SikriIndian government in the(4) Ryan Air

15.

10.	Match	List I	with I	List II	- 4

				(Ai	ist-I rports)			List-II (City)
	(a)				ational A	irport	(i)	Guwahati
	(b)	Lokp Inter	oriya national	Gopi Airport	nath	Bandoloi	(ii)	Bengaluru
	(c)	Kem	pegowda	Interna	itional Ai	rport	(iii)	Port Blair
	(d)	Raje	ev Gandl	hi Intern	ational A	irport	(iv)	Hyderabad
	Code	:						
		(a)	(b)	(c)	(d)			
	(1)	(ii)	(iv)	(iii)	(i)			
	(2)	(ii)	(iv)	(i)	(iii)			
	(3)	(iii)	(i)	(11)	(iv)			
11.	(4)	(1)	(iii)	(iv)	(ii)			xamples of :
12.	 (2) Demand Side Factors (3) Supply Side Factors (4) Marketing Factors Definition of Pro-poor tourism <i>include</i>: (1) Distribution of benefits from tourism in favor of poor people. (2) Tourism that generates net benefits for the poor community. (3) Providing funds to poor tourists. (4) (1) & (2) both 							
13.				orecastir	ig <i>include</i>			
			nethods tric meth	nde		(2) Opinio (4) All of		
4 A					gnificant		uic ain	JVC
14.					Simileant			
			le Goods	,				
	(2) Mo							
	(3) Pa	rticular	Goods a	ind Serv	ices			
	(4) Al	l Goods	s and Ser	vices				
15.								TO) established in 1947 was , January 1975, as

(4) NTA

(1) UNDP (2) UNWTO (3) TERN

16.	The process of delegation of authority of a hotel manager comprises the following steps:
	I. Assignment of Tasks
	II. Creation of Responsibility
	III. Granting Authority
	IV Fixing Accountability
	The <i>correct</i> sequence of these steps is
	$(1) III, II, I, IV \qquad (3) I, II, IV, III$
	(2) I, II, III, IV $(4) II, I, III, IV$
17.	TFCI stands for:
	(1) Tourism Finance Corporation of India
	(2) Tourism Fund Corporation of India
	(3) Tourism for Community in India
	(4) Tourism Federation for Conservation in India
18.	The attitude of copying tourist's behaviour among the local people is called as:
	(1) Demanding effect (2) Demonstration effect
	(3) Demoralizing effect (4) Demarking effect
19.	Which one of the following is the most current liquid asset for a firm?
	(1) Bills Receivable (2) Inventory
	(3) Term Loans (4) Cash
20.	The term 'EVA' is used for:
	(1) Economic Value Added (2) Extra Value Added
	(3) Expected Volume Arbitrage (4) Engineering Value Accrued
21.	In which one of the following product life cycle stages a travel and tourism company improves quality of its offerings and add new features and improved styling?
	(1) Introduction stage (2) Growth stage
	(3) Decline stage (4) Maturity stage
2.	The following statements relate to social media marketing. Choose the correct code for
	the statements being correct or incorrect.
	Statement I: Social media marketing does not allow users to interact among
	themselves.
	Statement II: Social media marketing helps facilitate the consumer's decision process

by encouraging need recognition, information search, alternative evaluation, purchase and post purchase reviews.

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

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

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

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

- (1) Both the statements I and II are incorrect.
- (2) Statement I is correct, but II is incorrect.
- (3) Statement II is correct, but I is incorrect.
- (4) Both the statements I and II are correct.
- 24. Match the items of **list I** with the items of **list II** and choose the correct answer from the

code given below:

	List I		List I
ä.	Demographic	1	Self-values
b.	Psychographic	ii.	Convenience
C.	Benefits	iii.	Gender
d.	Behavioural	iv.	Loyalty

Options

4

- (1) (a) (ii), (b)-(iv), (c)-(iii), (d)-(i)
- (2) (a)-(iii), (b)-(iv), (c)-(ii), (d)-(i)
- (3) (a)-(iii), (b)-(ii), (c)-(i), (d)-(iv)
- (4) (a)-(iii), (b)-(i), (c)-(ii), (d)-(iv)
- 25. Two statements are given below one labelled as Assertion (A) and the other labelled as Reason (R): Read the statements and choose the *correct* answer using the code given below.

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

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

- (1) Both (A) and (R) are incorrect.
- (2) Both (A) and (R) are correct and (R) is the right explanation of (A).
- (3) (A) is correct, but (R) is incorrect.
- (4) Both (A) and (R) are correct and (R) is not the right explanation of (A).
- 26. Four distinctive service characteristics greatly affect the design of marketing program for services. The appropriate combination is:
 - (1) Intangibility, inseparability, variability and touchability
 - (2) Intangibility, inseparability, variability and perishability
 - (3) Intangibility, variability, perishability and touchability
 - (4) Variability, perishability, intangibility and touchability

culf.		
	within WhatsApp to help book a ride an (1) Contextual digital marketing (3) Mail order marketing	ng a holiday plan. Immediately, Uber pops up d provide an estimate. This is known as: (2) Direct mail marketing (4) Telemarketing
28.	An airline offering special lounge for following differentiations of the service (1) Differentiation through special cons (2) Differentiation through the experier (3) Differentiation through brand image (4) Differentiation through pricing	stituents ace
29.	In marketing, DSA stands for:	
	 Delivery Staff Agency Direct Selling Agent 	(2) Direct Supplier Agent(4) Distribution and Supply Agency
30.	As per the Carroll Model, the four level (1) Physical, economic, social and lega (2) Physical, economic, legal and ethics (3) Philanthropic, economic, legal and (4) Philanthropic, economic, social and	al ethical
31.	A wholesaler who sells package tour is	called:
	(1) Tour Operator	(2) Travel Agent
	(3) Travel Agency	(4) None of the above
32.	An Itinerary is also known as:	
	(1) Tour plan	(2) Travel facilities
	(3) Tour product	(4) Tour services
33.	What is point-to-point fare system?	
	(1) The passenger is made to pay extra	
	(2) The passenger is charged extra amo	
		ne destination, irrespective of the flight route.
	(4) None of these	
34.	Functions of a travel agency:	
	(1) Provision of travel information.	
	(2) Liaison with providers of services.(3) Preparation of tour itineraries of tou	riete
	(4) All of these	a isto.
35.		
JJ.	UNWTO came into existence in: (1) 1964 (2) 1974	(3) 1984 (4) 1994
	(4) 1904 (2) 1914	(5) 1707 (7) 1777

(1) Pension Plan

(3) Demi-Pension Plan

44. What is the other name for Modified American Plan?

(2) Premeditator

(3) Accidentals

(2) Continental Plan

(4) European Plan

(4) Skipper

P. T. O.

5	8. Where is the Lingaraja temple located	1?
	(1) Uttarkashi, Uttarakhand	(2) Varanasi, Uttar Pradesh
	(3) Bhubaneshwar,Odisha	(4) Dwarka, Gujarat
5	Which one of the folk-dance forms had	
	(1) Yakshagana (2) Giddha	(3) Tutsa Naga (4) Bagurumba
60	Where is Balban's Tomb located in In	
	(1) Lahore (2) Mehrauli	(3) Tughlaqabad (4) Multan
61	 Which cruise ship was grounded off a 	t Tuscan Island (near Italy) on January 16, 2012
	(1) Star Cruise	(2) Oasis
	(3) Costa Concordia	(4) Elizabeth
62	Transportation of passengers and bagg	gage by air is known as :
	(1) Air lift (2) Parcel Fly	(3) Carriage (4) Fly Forward
63	Who developed the Jet Engine?	
	(1) Thomas Webcock	(2) Frank Whittle
	(3) Wilbur Wright	(4) None of the above
64	. The total number of ports in India is:	
	(1) 221 (2) 222	(3) 223 (4) 224
65.	River Tapti originates from :	
	(1) Aravalli range	(2) Satpura range
	(3) Deccan Plateau	(4) Vindhya range
66.		
	8	
	(1) 4 million kilometers	(2) 4.8 million kilometers
	(3) 5 million kilometers	(4) 5.8 million kilometers
67.	Which hill station is <i>not</i> served by Toy	Train ?
	(1) Darjeeling	(2) Coonoor
	(3) Mount Abu	(4) Matheran
68.	In order to promote River Cruise To	ourism in India following circuits on Nationa
	Waterway - 2 (River Brahmaputra) hav	
	(1) Guwahati Circuit	
	(2) Tezpur Circuit	
	(3) Neamati Circuit	
	(4) Kolkata Circuit	(2) (1) (2) 1 (4)
	(1) (1), (2) and (3)	(2) (1), (2) and (4)
00	(3) (2), (3) and (4)	(4) (1), (3) and (4)
69.	In which year the first scheduled railwa	_
	(1) 1820 (2) 1825	(3) 1830 (4) 1835

D		9
70.	 Scheduled airlines are defined by offering: Rentals of planes for specific purposes Air links according to a published schedule Only point-to-point services Ad-hoc charter services 	,
71.	are: a. Method of tenacity b. Method of Intuition c. Method of authority d. Method of science e. Method of non-functionality Options: (1) (b), (d), (e) and (f) (3) (b), (c), (d) and (e) Qualitative researchers criticize quantitative research for its tendency towards: (1) Obsession with creativity (2) Reductionism	linger,
73.	(3) Emphasis on evidence (4) Focus on empiricism Which of the following features best describe an independent variable in researc (a) It is the cause in the cause-effect relationship. (b) It is the effect in the cause-effect relationship. (c) It is the condition or characteristic which is manipulated in an experimental (d) It is the variable which is placed under control. (e) It is a kind of response variable. Options: (1) (a) and (b) (2) (b) and (c) (3) (a) and (c) (4) (d) and (e)	
74.	The Standard de Marion of the Control of the Contro	
75.	 (1) np (2) √np (3) npq (4) √npq Which of the following is <i>not</i> correct about the properties of the corcoefficient? a. Depends on the origin b. Depends on the scale c. Depends on both origin and scale d. Is independent with respect to origin e. Is independent with respect to unit of scale Options: (1) (a), (d), (e) only (2) (a), (b), (d) only (3) (a), (b), (c) only (4) (d), (e), (b) only (d) 	

7	76.	A	rrang	ge the fol	lowin	g sta	ges of researc	h in a prop	er sequence :	
		a.	Re	port writ	ing					
		b.	Bu	dgeting						
		\mathcal{C} .	Da	ta collec	tion					
		d.	Fie	eld work						
		e.	Re	search o	ıtcom	es				
			otion							
		(1)	(b)	, (d), (c),	(e), (a)		(2) (d), ((a), (b), (c), (e)	
				, (c), (b),				(4) (b), (e), (d), (c), (a)	
7	7.	On	ne wa	ay to me	easure	the	extent to w	hich a me	asure is free o	of random error is to
		(1)	Exp	periment	er's bi	as		(2) Dema	and characteris	tics
		(3)	Tes	st-retest r	eliabi	lity			ent validity	
78	8.	The	ere a	re 'm' nu	ımber	of f	avorable case	• •	•	non- favorable cases,
		bot	h are	equally	likely	and	mutually exc	clusive, the	probability of	occurring the event A
		is F	P(A):	=m/(m+r	1). Th	is for	mula corresp	onds to wh	ich one of the	following approaches
		to I	oroba	ability?						C 11
	((1)	Mo	dern app	roach	to pr	obability	(2) Statis	tical approach	to probability
							probability	1 7	ical approach to	
79). 1	Mai	tch tl	he items	of Lis	st I v	vith the items	of List II	and choose the	correct answer from
	1	he	code	given b	elow:					
				List I]	List I		
		a.	Χt	oar chart		i.	Number of	defects		
		b.	P c	hart		ii.	Variation b	etween san	nples	
		C.	C c	hart		iii.	Variation w	ithin samp	les	
	(1.	R c	hart		iv.	Proportion	of defects		
	0	ptic	ons :							
	(1) (a)-(i	i), (b)-(i	v), (c)	-(i), d	c-(d)-(iii)			
				i), (b)-(iv						
				v), (b)-(i						
				v), (b)-(ii						
80.								h' is 2 for a	n montinula	imating line with one
	inc	iep	ende	nt variat	ole. II	the 1	ndependent '	variable ha	s a value of 5,	mating line with one what value should be
	(1)			or me de	-		ariable' ?	(2) 14		
	(\mathbf{r})	A	ı		(2)	22		(3) 14	(4)	6

D
 81. Who is known as the father of Travel Agency business? Thomas Cook Jeena & Co. Lee and Muirhead 82. International Organization which is responsible for environmental sustainability and United Nations Industrial Commission United Nations Environment Programme World Tourism Organization
83. An affinity group is the one whose members have: (1) Common resources (2) Common culture
84. Which one of the following is the lorgest it.
(1) Madagascar (2) Great Britain (3) Constant the world?
85. The headquarters of the UNWTO are least 1:
(3) Chicago (USA) (2) Barcelona (Spain)
86. Which of the following pairs are <i>correctly</i> matched? (4) Brussels (Belgium) (1) Kuchipudi Madhua P. 1
(3) Bharatnatyam - Andhra Pradesh (4) Kathakali - Kerala (5) Kathakali - Kerala
87. Which author has not been involved in the development of typologies of tourism? (1) Erik Cohen (2) Stanley Plog (3) Brian Archer (4) Valene Smith
Plog's (1991) tourist typology includes :
(1) Psychocentric, Midcentric, Allocentric
(2) Psychocentric, Psychographic, Allocentric
(3) Near-allocentric, Midcentric, Psychedelic
(4) Allocentric, Psychocentric, Psychedelic
89. Arrange the following organizations in sequence according to the date of establishment.
(1) ITDC, IATO, TAAI (2) IATO, ITDC, TAAI (3) TAAI, ITDC, IATO (4) ITDC, TAAI, IATO
90. This type of tourism involves the idea of risk and traveling to remote and exotics areas. (1) Religious Tourism (2) Adventure Tourism (3) Dark Tourism (4) Extreme Tourism
91. The National Action Plan for tourism was announced in which year? (1) 1986 (2) 1992 (3) 1975 (4) 2001
PHD/URS-EE-2020/(Tourism Management)(SET-Y)/(D) P. T. O.

9	2. Which of the following organization	n(s) initiated Hotel Energy Solution (H	ES)?
	(1) UNWTO (2) UNCTAD	(3) UFTAA (4) None	
93	3. Who developed the PASLOP technic	que of Tourism planning?	
	(1) Baud-Bovy and Lawson	(2) Samuel and Lauren	
	(3) Harris Peterson and Sheldon	(4) Fletcher and Cooper	
94	Services demonstrate :		
	(1) Low-income elasticity of demand	d	
	(2) Zero-income elasticity of demand	d	
	(3) High-income elasticity of demand	d	
	(4) Unit-income elasticity of demand	i	
95	or the ronowing could be a che	eaper source of finance for a travel cor	mpany
	(1) Equity	(2) Debt	1 5
	(3) Retained Earnings	(4) None of the above	
96.	a subject is a part of:		
	(1) Central list	(2) State list	
	(3) Concurrent list	(4) Union list	
97.	therateny alcory of motivation v	was propounded by :	
	(1) Abraham Maslow	(2) K. Lauren	
	(3) F.W. Taylor	(4) Henri Fayol	
98.	Tourism was accorded the status of an	industry in which five-year plan of In-	dia 2
	(2) Seventin	(3) Eighth (4) Ninth	ciiu .
99.	Managerial Grid Leadership was devel	loped by:	
	(1) Rensis Lekert	(2) Henry Fayol	
	(3) Paul Hersey	(4) Robert Blake and Jane Mouton	
100.	Name the place which receives maximu	um rainfall annually	
	(1) Dharamshala (Himachal Pradesh)	(2) Pondicherry	
	(3) Mawsynram (Meghalaya)	(4) Cherapunji (Meghalaya)	
		i 5- (ineghalaya)	

Code A	Questions	Ans	CodeB	Ans	Code C	Ans		Code D	Ans
	1	1	1	3	1	2		1	2
	2	3	2	4	2	3		2	1
	3	3	3	4	3	4		3	1
	4	3	4	4	4	1		4	3
	5	1	5	2	5	2		5	2
	6	2	6	3	6	1		6	3
	7	3	7	1	7	4		7	1
	8	1	8	2	8	3		8	2
	9	2	9 10	4 1	9 10	2		9 10	3
	11	3	11	3	11	2		11	1
	12	1	12	2	12	1		12	3
	13	2	13	4	13	1		13	3
	14	2	14	3	14	3		14	3
	15	3	15	4	15	2		15	1
	16	2	16	4	16	3		16	2
	17	4	17	3	17	1		17	3
	18	2	18	1	18	2		18	1
	19	2	19	2	19	4		19	3
	20	3	20	4	20	3		20	2
	21	2	21	2	21	3		21	1
	22	3	22	1	22	1	1	22	1
	23	4	23	1	23	2		23	3
	24	1	24	3	24	2		24	4
	25	2	25	2	25	3		25	2
	26	1	26	3	26	2		26	1
	27	4	27	1	27	4		27	3
	28	3	28	2	28	2		28	4
	29	4	29	4	29	2		29	2
	30	2	30	3	30	3		30	2
	31	3	31	2	31	1		31	3
	32	2	32	3	32	1		32	3
	33	4	33	4	33	3		33	2
	34	3	34	1	34	4		34	4
	35	4	35	2	35	2		35	2
	36	4	36	1	36	1		36	4
	37	3	37	4	37	3		37	3
	38	1	38	3	38	4		38	1
	39	2	39	4	39	2		39	2
	40	4	40	2	40	2		40	2
	41	3	41	2	41	1	-	41	4
	42	2	42	3	42	3	1	42	3
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	44	2	44	1	44	1	1	44	3
	45	4	45	2	45	2	<u> </u>	45	1
	47	3	47	1	47	3		47	3
	48	1	48	1	48	1	<u> </u>	48	4
	49	2	49	3	49	3	<u> </u>	49	1
	50	2	50	3	50	2		50	3
	51	1	51	3	51	3		51	3
	52	1	52	1	52	4		52	2
	53	3	53	2	53	4	1	53	4
	54	4	54	2	54	4		54	3
	55	2	55	3	55	2		55	4
	56	1	56	2	56	3		56	4
	57	3	57	4	57	1		57	3
	58	4	58	2	58	2		58	1
	59	2	59	2	59	4		59	2
	60	2	60	3	60	1		60	4

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69 1 69 2 69 2 69 70 3 70 2 70 2 70 71 2 71 1 71 4 71 72 3 72 3 72 2 72 73 2 73 3 73 3 73 74 4 74 3 74 4 74 75 1 75 1 75 3 75 76 2 76 2 76 1 76 77 1 77 3 77 3 77	3 3 2 3 4 1 2
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78 1 78 1 78 4 78	
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79 3 79 3 79 1 79	4
80 3 80 2 80 3 80	2
81 2 81 4 81 3 81	3
82 1 82 2 82 2 82	4
83 1 83 3 83 4 83	4
84 3 84 4 84 3 84	4
85 2 85 3 85 4 85	2
86 3 86 1 86 4 86	3
87 1 87 3 87 3 87	1
88 2 88 4 88 1 88	2
89 4 89 1 89 2 89	4
90 3 90 3 90 4 90	1
91 3 91 3 91 2 91	3
92 4 92 3 92 3 92	1
93 4 93 2 93 2 93	2
94 4 94 4 94 9	2
95 2 95 2 95 1 95	3
96 3 96 4 96 2 96	2
97 1 97 3 97 1 97	4
98 2 98 1 98 1 98	2
99 4 99 2 99 3 99	2
100 1 100 2 100 3 100	3