

1. All questions are compulsory and carry equal marks.
2. All the candidates **MUST** return the Question book-let as well as OMR answer-sheet to the Invigilator concerned before leaving the Examination Hall, failing which a case of unfair-means / misbehaviour 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. In case there is any discrepancy in any question(s) in the Question Booklet, the same may be brought to the notice of the Controller of Examinations in writing within two hours after the test is over. No such complaint(s) will be entertained thereafter.
4. 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 book-let itself. Answers **SHOULD NOT** be ticked in the Question book-let.
5. Use **Black or Blue BALL POINT PEN** only in the OMR Answer-Sheet.
6. For each correct answer, the candidate will get full credit. Cutting, erasing, overwriting and more than one answer in OMR Answer-Sheet will be treated as incorrect answer. There will be no negative marking.
7. 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 ENTERAINED 30 MINUTES AFTER STARTING OF THE EXAMINATION.

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

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

Date of Examination : .....

Roll No. .... (In Figure) ..... in words)

Father's Name .....

Candidate's Name ..... Date of Birth .....

Time : 1 1/4 Hours Max. Marks : 100 Total Questions : 100

(Subject : Hotel & Tourism Management)



**PHD-EE-2013**

(NOT TO BE OPENED BEFORE TIME OR TILL, ASKED TO DO SO)

(Total No. of Printed Pages : 16 )

Sr. No. .... 10009

*(Handwritten signatures in blue ink)*



1. Rev par is used to measure
  - (1) Revenue or sales per room relative to the total room inventory available.
  - (2) Revenue or sales per room relative to the number of rooms actually sold.
  - (3) Total Revenue Generated by hotel
  - (4) None of the above.
2. The unique feature of Condominium Ownership in Hotel *w.r.t* timeshare is
  - (1) Condos and timeshare both are same
  - (2) Condos have a strategic marketing plan while time share don't
  - (3) Condos are real estate purchases, timeshare are not
  - (4) None of the above.
3. The commonly used term by the hotel for the guest, when the guest needs to be accommodated in a different hotel due to non availability of room is
  - (1) Check out
  - (2) Walking
  - (3) Walk in
  - (4) Walk-out
4. The unique technology which offers advance search techniques to find all the links on internet where hotel prices lurk including third party travel sites, hotels own reservation system through website is called
  - (1) Meta Search Technology
  - (2) GDS
  - (3) CRS
  - (4) None of the above
5. Account card of a guest is also called in Hotel Front Office as
  - (1) Folio
  - (2) Ledger
  - (3) Accounts Receivable
  - (4) Master Account
6. Noisette d'Agneau & Jambon are examples of
  - (1) Entremets
  - (2) Poisson
  - (3) Entree
  - (4) Savourex
7. The popularly used menu in institutional catering is
  - (1) A La carte Menu
  - (2) Combination Menu
  - (3) Market Menu
  - (4) Cyclic Menu

8. Standard Size of an Entree' plate is  
 (1) 63/4" and 6"  
 (2) 93/4" and 10"  
 (3) 73/4" and 7"  
 (4) 81/2" and 7"  
 9. Pousse is a  
 (1) Service Gear  
 (2) Silverware  
 (3) Glassware  
 (4) Holloware  
 10. Mathew Lang is a  
 (1) Australian Wine  
 (2) Spanish Wine  
 (3) Italian Wine  
 (4) French Wine  
 11. A Handy vacuum cleaner is commonly called as  
 (1) Pile Lifter  
 (2) Dustette  
 (3) Upright Vacuum Cleaver  
 (4) Back Pack Vacuum Cleaner  
 12. Sand, Ash, Fluff, Hair and other commonly suspended particles in air are called as  
 (1) Dust (2) Dirt  
 (3) Grit (4) Dirty Dozens
13. Universal Cleaning agent is commonly used for  
 (1) R-1 to R-7  
 (2) Collins  
 (3) Water  
 (4) Air  
 14. Blood Stains can be removed with help of  
 (1) Benzene  
 (2) Methylated Spirit  
 (3) Sodium Perbonate  
 (4) Dilute Oxalic Acid  
 15. Hard paste China containing no calcined bone is commonly known as  
 (1) Bone China  
 (2) Vitrified Earthenware  
 (3) Porcelain  
 (4) Stoneware  
 16. Jointless Flooring consisting of a type of asphalt rolled on to a solid subfloor in a hot plastic state makes up  
 (1) Resin Flooring  
 (2) Bitumastic Flooring  
 (3) Magnesite Flooring  
 (4) None of the above

17. Following is not a woven carpet  
 (1) Wilton  
 (2) Needle Punched  
 (3) Brussels  
 (4) Axminster
18. Elongated pillows often provided to guests for support and comfort are commonly known as  
 (1) Bolsters (2) Down Pillows  
 (3) Cushions (4) Eider Downs
19. Flatwork iron is also known as  
 (1) Domestic Iron  
 (2) Steam Iron  
 (3) Laundry Machine  
 (4) Calandering Machine
20. Which of the flowers is popularly used in traditional style of flower arrangements in hotel guest areas as to create focal point  
 (1) Lotus (2) Jasmine  
 (3) Marigold (4) Bird of Paradise
21. Cooking of food in a liquid at just below boiling point is called as  
 (1) Poaching  
 (2) Stewing  
 (3) Steaming  
 (4) Braising
22. Cooking time for crab stock (2 liters) is  
 (1) 10 minutes  
 (2) 120 minutes  
 (3) 60 minutes  
 (4) 20 minutes
23. Rich soup with creamy consistency usually made of lobster or shellfish is called as  
 (1) Bouillabaisse  
 (2) Chowder  
 (3) Bisque  
 (4) Consomme
24. Salmon and Tuna are  
 (1) Oily Fish  
 (2) White Fish  
 (3) Shell Fish  
 (4) None of the above
25. Saddle of the Lamb is commonly  
 (1) Poached (2) Roasted  
 (3) Fried (4) Boiled
26. Specially bred, fattened cock birds used for roasting are called as  
 (1) Chicks  
 (2) Broiler Chickens  
 (3) Capons  
 (4) Spring Chickens
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27. Tortillas are a popular dish from  
 (1) Spain (2) Mexico  
 (3) Greece (4) Caribbean
28. Which of the following is normally  
 not a vegetable cut  
 (1) Mirepoix (2) Julienne  
 (3) Brisket (4) Brunoise
29. Which of the following is not a  
 type of Pastry  
 (1) Puff (2) Choux  
 (3) Philo (4) Cream
30. Substitute of butter in bakery,  
 made from hydrogenous of veg-  
 etable oil is called as  
 (1) Margarine (2) Suet  
 (3) Lard (4) White Fat
31. Official website of Ministry of Tour-  
 ism, Govt. of India is  
 (1) www.tourismofindia.in  
 (2) www.tourism.gov.in  
 (3) www.tourismindia.com  
 (4) www.incredibletourism.org
32. A tourist who has basic interest  
 of exploring exotic destinations is  
 termed as  
 (1) Allocentric Tourist  
 (2) Psychocentric Tourist  
 (3) Pleasure Tourist  
 (4) Business Tourist
33. Onam festival in Kerala is a  
 unique example of  
 (1) Spiritual Tourism  
 (2) Educational Tourism  
 (3) Pilgrimage Tourism  
 (4) Cultural Tourism
34. A tour that brings variety of people  
 together with the primary pur-  
 pose of wide publicity is  
 (1) e-tourism (2) Incentive Tour  
 (3) Fam Tour (4) Hosted Tour
35. Which of the following is not a  
 characteristic of tourism  
 (1) Homogeneity  
 (2) Perishability  
 (3) Decentralization  
 (4) Dominant role of Supplies
36. Travel Agents Association of India  
 was established in  
 (1) 1950 (2) 1952  
 (3) 1953 (4) 1951
37. The Apex organisation, being an  
 international body aiming at pro-  
 motion and development of Tour-  
 ism world wide having its head  
 office in Spain is  
 (1) UFTTA (2) UNWTO  
 (3) ICAO (4) PATTA

38. European Plan includes
- (1) Guest Room only
  - (2) Guest Room with English Breakfast
  - (3) Guest Room with all meals
  - (4) Guest Room with Continental Breakfast
39. Which amongst the following is a wildlife sanctuary in India
- (1) Bandhavgarh
  - (2) Dachigam
  - (3) Chambal
  - (4) Hazaribagh
40. Which of the following countries was a source of maximum number of FTA's in India in 2012
- (1) USA
  - (2) UK
  - (3) Bangladesh
  - (4) Srilanka
41. Railways were introduced in India in year
- (1) 1851
  - (2) 1853
  - (3) 1852
  - (4) 1854
42. International Airport at New Delhi is named as
- (1) Indira Gandhi International Airport
  - (2) Rajiv Gandhi International Airport
  - (3) Mahatama Gandhi International Airport
  - (4) None of the above.
43. Which of the following airlines in India do not operate in International Sector
- (1) Indian Airlines
  - (2) Jet Airlines
  - (3) Go Air
  - (4) Indigo Airlines
44. NACIL Stands for
- (1) National Airline Company of India Ltd.
  - (2) National Airline Corporation of India Ltd.
  - (3) National Aviation Corporation of India Ltd.
  - (4) National Aviation Company of India Ltd.
45. Officially Air India became national carrier of India in
- (1) 1951
  - (2) 1953
  - (3) 1952
  - (4) 1954

46. As per IATA Area Global Indicators, which amongst the following is in Traffic Conference Area-I  
 (1) Turkey, UK & Sweden  
 (2) China, Hongkong & Indonesia  
 (3) Tongo, New Zealand & Fiji  
 (4) Canada, USA & Mexico
47. In year 2011-12, Indian Railways generated revenues of Rs.  
 (1) 111984.89 Cr  
 (2) 101984.89 Cr  
 (3) 111984.19 Cr  
 (4) 101984.19 Cr
48. Inland National Water Way-I declared in 1986 encompasses of  
 (1) Sadiya - Dhubri Stretch of Brahmaputra  
 (2) Allahabad-Haldia Stretch of Ganges  
 (3) Kollam - Kottapuram Stretch of West Coast Canal  
 (4) Kakinada - Pondicherry Stretch of Canals
49. Pawan Hans Ltd., the national Helicopter Company of India was incorporated in  
 (1) 1985  
 (2) 1986  
 (3) 1984  
 (4) 1983
50. Official website of Shipping Corporation of India Ltd is  
 (1) www.shipindia.gov.in  
 (2) www.shipindia.com  
 (3) www.indianshipping.com  
 (4) www.indiancoast.com
51. What is meant by acronym SHRM  
 (1) Strategic Human Resource Management  
 (2) Superior Human Resource Management  
 (3) Soft Human Resource Management  
 (4) Sophisticated Human Resource Management
52. What is meant by acronym of HPWS  
 (1) High Performance Work Scenario  
 (2) High Pressure Work System  
 (3) High Performance Work System  
 (4) High Performance Wages System
53. What is meant by RPO  
 (1) Recruitment Process Output  
 (2) Recruitment Outsourcing Process  
 (3) Recruitment Outsourcing Procedure  
 (4) Recruitment Outsourcing Process



54. 'Best Practice' Employee Selection is usually associated with which model  
 (1) The Psychological Model.  
 (2) The Psychometric Model  
 (3) The Physiological Model  
 (4) The Psychiatric Model.
55. What is meant by an SME  
 (1) Small Medium Employer  
 (2) Small Medium Enterprise  
 (3) Small Manufacturing Enterprise  
 (4) Small Manufacturing Employer
56. What is meant by acronym PRP  
 (1) Performance Related Pay  
 (2) Performance Recommended Pay  
 (3) Performance Registered Pay  
 (4) Process Related Pay
57. What is meant by 360 degree Appraisal  
 (1) A system where every employee rates another employee chosen at random.  
 (2) A system where line managers rate subordinates simultaneously.
58. Which of the following is not a type of performance appraisal  
 (1) Customer Appraisal  
 (2) 45 degree Appraisal  
 (3) Team Based Appraisal  
 (4) Appraisal of Managers
59. When did diversity research begin to emerge in the mgmt literature.  
 (1) Late 1970's  
 (2) Late 1960's  
 (3) Late 1980's  
 (4) Late 1990's
60. In which country there is no formal entitlement to pay maternity leave  
 (1) Sweden (2) USA  
 (3) India (4) UK
61. Which of the following is central to any definition of marketing  
 (1) Making a Sale  
 (2) Making Profits  
 (3) Customer Relationships  
 (4) Demand Management
- (3) A system where senior manager rates all line managers simultaneously.  
 (4) A system where feedback is obtained from peers, subordinates and superiors  
 Which of the following is not a type of performance appraisal

62. When backed by buying power, wants become
- (1) Social needs
  - (2) Exchanges
  - (3) Self Esteem Needs
  - (4) Demands
63. Selecting which segments of a population of customers to serve is called
- (1) Positioning
  - (2) Customization
  - (3) Target Marketing
  - (4) Market Segmentation
64. ----- is a set of benefits a company promises to deliver its consumers to satisfy their needs
- (1) An attribute
  - (2) A value proposition
  - (3) Good customer service
  - (4) Low Pricing
65. Which of the following marketing management concepts is most likely to lead to marketing myopia
- (1) Societal Marketing
  - (2) Selling
  - (3) Customer Driven Marketing
  - (4) Production
66. When customers do not know what they want or, don't even know what is possible, the most effective strategy is
- (1) Customer-Driving
  - (2) Production
  - (3) Customer-Driver
  - (4) Societal
67. The set of marketing tools a firm uses to implement its marketing strategy is called the
- (1) Marketing Mix
  - (2) Promotion Mix
  - (3) Product Mix
  - (4) Marketing Effort
68. Customers buy from stores and firms that offer the highest---
- (1) Company Image
  - (2) Level of Customer Satisfaction
  - (3) Value for the Rupee
  - (4) Customer Perceived Value
69. Frequent Flyer programme offered by an Airline is an example of
- (1) Basic Customer Relationship
  - (2) Frequency Programme
  - (3) Customer Relationship Management Technique
  - (4) Structural Benefit Provided to top customers.
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- 70.** Which of the following has not contributed to the deeper, more interactive nature of today's customer relationships
- (1) Websites
  - (2) email
  - (3) Traditional Advertising
  - (4) Video Sharing
- 71.** Quantitative Data refers to
- (1) Any data you present in your report
  - (2) Graphs and Tables
  - (3) Statistical Analysis
  - (4) Numerical data that could be quantified to help you answer your research questions and to meet your objectives.
- 72.** A pictogram is
- (1) Way of measuring the impact of data presentation techniques
  - (2) A Photograph
  - (3) An illustration where each bar is replaced by picture on series of pictures chosen to represent the data
  - (4) A line drawing
- 73.** Which of these is not a way of measuring central tendency
- (1) Regression Analysis
  - (2) Measuring the value, that occurs most frequently.
  - (3) Measuring the value, often known as average that indicates mean
  - (4) Measuring the middle value (Median)
- 74.** Parametric and Non Parametric are
- (1) Alternative to Standard deviation tests
  - (2) Terms used in medical practice
  - (3) General Tests of Statistical Relevance
  - (4) Two main groups of Statistical Significance Tests.
- 75.** ANOVA is
- (1) A one way analysis of variance
  - (2) A two way analysis of variance
  - (3) A name of statistical software package
  - (4) A Govt body which collects social statistics

80. APA Style of referencing is specified in publication manual of American Psychological Association (1) American Psychological Association (2) American Psychometric Association (3) American Philosophical Association (4) All of the above.
81. Which amongst the following is a credible source of Research (1) My space (2) Blog (3) Wikipedia (4) gov.in
82. Which amongst the following is not a characteristic of Good Research Question (1) Defines Investigation (2) Give complete solution to the problem (3) Set Boundaries (4) Provides Directions
83. The formal statement of quantitative research topic (1) Identifies the variables of interest (2) Describes the specific relationship between variables (3) Focuses on qualitative aspects largely (4) Identifies the nature of participants.

76. What is described here? The creation of text, charts, flowdiagrams, matrices: (1) Data Display (2) Analytical Induction (3) Grounded Theory (4) Template Analysis
77. Tick the odd one out (1) NUD IST (2) Ethnograph (3) Power point (4) OSR N Vivo 1.3
78. Which of these is an advantage of deductively based position (1) You are pre judging the outcome. (2) You have a clear direction (3) Accuracy depends on a thorough examination of things (4) Accuracy depends on good planning.
79. A statistical approach to summarizing the results of many studies that have investigated the same problem is called as (1) Trans analysis (2) Meta Analysis (3) Content Analysis (4) Statistical Analysis

84. Any tangible item in a person's environment that can be clearly and easily identified through senses is called as
- (1) Object
  - (2) Variable
  - (3) Construct
  - (4) Context
85. Which amongst the following is not a characteristic of scales
- (1) Description
  - (2) Order
  - (3) Distance
  - (4) Offer
86. All arithmetic operations and descriptive statistics (mean, Median, Variance and Standard Deviation) can be applied on
- (1) Ordinal Scale
  - (2) Ratio Scale
  - (3) Nominal Scale
  - (4) Interval Scale
87. Which amongst the following is not a comparative scale.
- (1) Paired Comparison
  - (2) Continuous Ranking
  - (3) Rank Order
  - (4) Constant Sum
88. Which of the following is not a qualitative factor that should be considered in determining the sample size
- (1) The number of variables
  - (2) The nature of analysis
  - (3) The precision needed for the results
  - (4) Sample Sizes used in Similar Studies
89. Which of the following is not a type of non-probability sampling
- (1) Quota Sampling
  - (2) Snowball Sampling
  - (3) Cluster Sampling
  - (4) Judgemental Sampling
90. Observation is a form of
- (1) Quantitative Research
  - (2) Qualitative Research
  - (3) Primary Research
  - (4) All of the above
91. Computer memory is measured in
- (1) Bytes
  - (2) Kilobytes
  - (3) Megabytes
  - (4) All of the above

92. What is a bug
- (1) Computer Virus
  - (2) Error in Computer Configuration
  - (3) Error in Programme
  - (4) None of there
93. Following is not a social book marking site
- (1) Digg
  - (2) Squidoo
  - (3) Delicious
  - (4) Facebook
94. A feature of database that uses Boolean Logic to search for key word is called
- (1) Queries
  - (2) Storage
  - (3) Sorting
  - (4) Formulas
95. When a word processor automatically closes a 'Carriage Return' at the end of a line, it is called a(n)
- (1) Cut & Paste
  - (2) Justification
  - (3) Insert Return
  - (4) Word Wrap around
96. Tick the odd one out
- (1) SPSS
  - (2) Micros
  - (3) IDS Fortune
  - (4) Fidelio
97. Touch Screen Technology Helps
- (1) A guest choose and order
  - (2) A staff to place order for guests
  - (3) An order to reach kitchen quickly
  - (4) All of the above.
98. Select the odd one out
- (1) PMS
  - (2) GDS
  - (3) CRS
  - (4) IDS
99. How many units in a single bus structure will communicate at a time
- (1) 1
  - (2) 2
  - (3) 3
  - (4) 4
100. Working on WAN generally involves
- (1) Satellite
  - (2) ATM
  - (3) Frame delay
  - (4) User agent