

Total No. of Printed Pages : 21

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A

PHD-EE-2023-24

SET-X

## Tourism Management

10013

Sr. No. ....

Time : 1¼ Hours

Max. Marks : 100

Total Questions : 100

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

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

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

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

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

\_\_\_\_\_  
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PHD-EE-2023-24/(Tourism Management)(SET-X)/(A)



1. .... traveled to several places in Asia in the seventh century. He recorded all of his travel experiences in his book name 'Journey to the West and India'.
  - (1) Xuanzang (Huen Tsang)
  - (2) Marco Polo
  - (3) Al-Biruni
  - (4) Ibn Batuta
2. During which period did the people of Europe start moving out for learning based on cultural resources and educational reform ?
  - (1) Early Medieval Period
  - (2) Renaissance
  - (3) Roman Era
  - (4) Industrial Revolution
3. Henry Ford introduced the famous automobile name Model T in :
  - (1) 1845
  - (2) 1851
  - (3) 1908
  - (4) 1920
4. The new Mascot & fresh tagline of ITDC, a Public Sector Undertaking under the administrative control of the Ministry of Tourism is :
  - (1) ADVIK
  - (2) ANANT
  - (3) ATULYA
  - (4) ADYANT
5. The Wright Brothers invented the first successful airplane on 17th December ....., which took a small flight at that time but a great leap for the future.
  - (1) 1803
  - (2) 1903
  - (3) 2003
  - (4) 1923
6. What term describes a person who travels to a place and stays there for less than 24 hours without an overnight stay ?
  - (1) Tourist
  - (2) Excursionist
  - (3) Traveler
  - (4) Visitor
7. Which type of tourism involves residents of a country traveling only within their own country ?
  - (1) Inbound Tourism
  - (2) Outbound Tourism
  - (3) Domestic Tourism
  - (4) International Tourism

8. The 'Butler's Tourism Area Life Cycle (TALC)' model explains :
- (1) The economic impact of tourism on a destination
  - (2) The stages of a tourist destination goes through
  - (3) The geographical spread of tourism
  - (4) The environmental effects of tourism
9. Doxey's Irridex Model is used to gauge :
- (1) The profitability of tourism ventures
  - (2) The environmental sustainability of tourism
  - (3) Host community's reactions to tourists over time
  - (4) The life span of tourism businesses
10. Plog's model of tourism categorizes tourists into which of the following psychographic types ?
- (1) Introverts and Extroverts
  - (2) Allocentric, Mid-centric and Psychocentric
  - (3) Optimists and Pessimists
  - (4) High-risk and Low-risk
11. Which of the following is *not* a basic component of the tourism industry ?
- (1) Transport
  - (2) Accommodation
  - (3) Attraction, Facilities & Amenities
  - (4) Industrial manufacturing
12. What impact does seasonality have on the tourism industry ?
- (1) It ensures a steady flow of tourists year-round.
  - (2) It causes fluctuations in demand affecting tourism businesses.
  - (3) It reduces the economic benefits of tourism.
  - (4) It increases the social impact of tourism.

13. The United Nations World Tourism Organization (UNWTO) primarily focuses on :
- (1) Regulating international air travel.
  - (2) Promoting responsible, sustainable, and universally accessible tourism.
  - (3) Facilitating global economic policies.
  - (4) Standardizing hotel ratings worldwide.
14. Which of the following organizations is primarily concerned with the safety and security of international air transport ?
- (1) IATA
  - (2) ICAO
  - (3) UFTAA
  - (4) WTTC
15. From the listed below, what are the positive economic impacts of tourism ?
- (1) Decreased employment opportunities.
  - (2) Inflation
  - (3) Increased foreign exchange earnings.
  - (4) Resource depletion.
16. 'Cultural Impact' of tourism refers to :
- (1) The influence of tourism on the global economy.
  - (2) The effect of global politics on tourism.
  - (3) The changes in local customs, traditions, and lifestyle due to tourism.
  - (4) The development of new transport routes.
17. How many main time zones are there around the world ?
- (1) 12
  - (2) 24
  - (3) 34
  - (4) 36
18. Greenwich Mean Time (GMT) is based on the time at which location ?
- (1) The Equator
  - (2) The International Date Line
  - (3) The North Pole
  - (4) The Prime Meridian

19. What is 'Elapsed Time' in air travel ?
- (1) The time difference between two cities.
  - (2) The time taken for a layover.
  - (3) The time saved by flying over the International Date Line.
  - (4) The total time taken for a flight from departure to arrival terminal including all on-ground and in-air time.
20. Three letter IATA Code for Netaji Subhash Chandra Bose International Airport Kolkata is :
- (1) CCU
  - (2) COK
  - (3) KOL
  - (4) MAA
21. Kazi Nazrul Islam Airport is located in :
- (1) Uttar Pradesh
  - (2) Telangana
  - (3) Kerala
  - (4) West Bengal
22. Which factor does *not* directly affect tourists' movement ?
- (1) Climate Changes & Natural Climates
  - (2) Local cuisine
  - (3) Political stability
  - (4) Visa regulations
23. What is 'carrying capacity' in the context of tourism ?
- (1) The maximum number of people that can travel on a plane
  - (2) The capacity of a hotel to accommodate guests
  - (3) The maximum number of people that may visit a destination at the same time, without destroying the environment and an unacceptable decrease in the quality of visitors satisfaction
  - (4) The total number of tourists a country can host during a season
24. What is a key characteristic of tourism products in India ?
- (1) Homogeneity
  - (2) Seasonality and Diversities
  - (3) Limited accessibility
  - (4) Single climatic zone

25. What represents the diversity of Indian cuisine ?
- (1) The use of rice across all dishes
  - (2) Regional variations
  - (3) Uniform cooking methods
  - (4) The exclusive use of vegetarian ingredients
26. Now also a tourist attraction, Deekshabhoomi, where Dr. B. R. Ambedkar embraced and converted to Buddhism is located at :
- (1) Kaushambi
  - (2) Sarnath
  - (3) Kushinagar
  - (4) Nagpur
27. Mohiniyattam is a popular dance form associated with :
- (1) Kerala
  - (2) Odisha
  - (3) Uttar Pradesh
  - (4) Assam
28. Salarjung Museum is located in :
- (1) Delhi
  - (2) Lucknow
  - (3) Hyderabad
  - (4) Chennai
29. Originally called as Chintamani, Junagarh Fort is situated in :
- (1) Junagarh, Gujarat
  - (2) Jodhpur, Rajasthan
  - (3) Una, Himachal Pradesh
  - (4) Bikaner Rajasthan
30. Ranthambore National Park is best known for which of the following ?
- (1) Snow Leopards
  - (2) Tiger sightings
  - (3) Asiatic Elephants
  - (4) Rhinoceros
31. Which hill station is famous for its tea plantations ?
- (1) Shimla
  - (2) Munnar
  - (3) Nainital
  - (4) Pachmarhi

32. Which state is known for the beach resorts of Kovalam and Varkala ?  
(1) Karnataka (2) Maharashtra  
(3) Kerala (4) Tamil Nadu
33. Which of the following locations is popular for its lighthouse tourism ?  
(1) Coorg (2) Shimla  
(3) Gulmarg (4) Mahabalipuram
34. World Agri Tourism Day is celebrated on :  
(1) 16 March (2) 16 April  
(3) 16 May (4) 16 October
35. Which of the following best describes the term 'GDS' in air transportation ?  
(1) Ground Delivery System (2) Global Distribution System  
(3) General Department of Safety (4) Gate Departure Services
36. What is the primary role of transportation in tourism ?  
(1) Decreasing travel costs  
(2) Limiting access to destinations  
(3) Increasing environmental impact  
(4) Facilitating movement between destinations
37. What characterizes no-frill airlines ?  
(1) Luxury services  
(2) Low-cost tickets with minimal extras  
(3) Long-haul international flights  
(4) All-inclusive travel packages
38. What is the primary advantage of using cruise ships in tourism ?  
(1) High speed  
(2) Experience with Comprehensive amenities and onboard entertainment  
(3) Low cost  
(4) Flexibility in routes

39. The Trans-Siberian Railway connects which two points ?
- (1) London to Paris
  - (2) New York to California
  - (3) Moscow to Vladivostok
  - (4) Berlin to Rome
40. What is the purpose of the All India Permits for vehicles in the context of tourism ?
- (1) Limiting the operation of vehicles to urban areas only
  - (2) Allowing vehicles to operate across state borders within India
  - (3) Restricting vehicle operations to specific tourist sites
  - (4) Mandating environmental checks for vehicles
41. Which of the following is *not* a type of tour operator ?
- (1) Inbound
  - (2) Domestic
  - (3) Commercial
  - (4) Specialized
42. What distinguishes an escorted tour from an independent tour ?
- (1) Duration of the tour
  - (2) Presence of a tour guide throughout the trip
  - (3) Cost of the tour
  - (4) Size of the tour group
43. Which type of tour operator focuses on handling travel arrangements within a specific country ?
- (1) Inbound
  - (2) Outbound
  - (3) Domestic
  - (4) Ground
44. What is a significant aspect of the future of travel wholesaling and retailing ?
- (1) Declining demand for travel services
  - (2) Limited use of technology
  - (3) Increasing reliance on online booking platforms
  - (4) Decreased competition among travel agencies



45. What is a key requirement for starting a travel agency or tour operation business ?
- (1) Excessive investment capital
  - (2) Extensive experience in the hospitality industry
  - (3) Obtaining proper recognition and licensing
  - (4) Limited knowledge of information technology
46. What is the key difference between FIT and GIT in tour costing ?
- (1) FIT involves individual travelers, while GIT involves group bookings
  - (2) FIT offers fixed tour packages, while GIT allows for customization
  - (3) FIT is more expensive than GIT
  - (4) GIT offers more flexibility in travel arrangements
47. What is the standard procedure for pickup and drop, in tour operations ?
- (1) Random selection of pickup locations
  - (2) No predefined drop-off points
  - (3) Prearranged pickup points and scheduled drop-off locations
  - (4) Leaving travelers to find their own transportation
48. What is the primary function of tour brochures ?
- (1) Issuing travel vouchers
  - (2) Providing airport information
  - (3) Promoting tour packages and destinations
  - (4) Facilitating cargo handling
49. What is the significance of analyzing guest feedback in tour operations ?
- (1) Ensuring compliance with RBI guidelines
  - (2) Determining baggage allowance
  - (3) Improving the quality of services and itineraries
  - (4) Assessing criminal law violations

50. What is the primary purpose of issuing health certificates for travelers ?
- (1) Confirming hotel reservations
  - (2) Providing travel insurance coverage
  - (3) Ensuring travelers meet health requirements of their destination
  - (4) Analyzing feedback from travelers
51. Which characteristic of the hospitality industry refers to the fact that services cannot be stored or inventoried for future use ?
- (1) Inflexibility
  - (2) Intangibility
  - (3) Perishability
  - (4) Fixed location
52. What type of hotel offers multiple locations under the same brand and management ?
- (1) Independent hotel
  - (2) Boutique hotel
  - (3) Budget hotel
  - (4) Chain operations
53. What is a typical fiscal incentive offered to the hotel industry in India ?
- (1) Free room upgrades
  - (2) Ethical guidelines
  - (3) Tax breaks and subsidies
  - (4) Employee training programs
54. Which type of bedmaking involves tucking the top sheet and blanket under the mattress at the foot of the bed ?
- (1) European style
  - (2) American style
  - (3) Continental style
  - (4) Foot Fold, Hospital Corners

55. The Continental breakfast typically includes :
- (1) Bread, Fruit Juice, Tea, Coffee, and Jam, Butter
  - (2) A full-cooked meal including eggs, meat, and potatoes
  - (3) A variety of Indian breakfast dishes
  - (4) Pancakes and maple syrup
56. Which amongst the following is an Italian soup ?
- (1) Chicken Broth
  - (2) Potage Conde
  - (3) Minestrone
  - (4) Potage St. Germain
57. All items that are *not* normally found in a room but available on request :
- (1) Guest Loan items
  - (2) Guest Essentials
  - (3) Guest Expendables
  - (4) Guest Supplies
58. Dalma, Pakhala Bhata are specialty from the cuisine of :
- |                    |                |
|--------------------|----------------|
| (1) Andhra Pradesh | (2) Tamil Nadu |
| (3) Kerala         | (4) Odisha     |
59. Ghewar is a sweet dish from regional cuisine of :
- |           |                 |
|-----------|-----------------|
| (1) Awadh | (2) Uttarakhand |
| (3) Bihar | (4) Rajasthan   |
60. Foldaway Beds with a slatted wood frame that folds into a double-hinged shape three sections when used as a Sofa :
- (1) Z Bed
  - (2) Murphy Bed
  - (3) Rollaway Bed
  - (4) Zero Gravity Bed

61. What type of catering service specializes in providing food for large events such as weddings or conferences ?
- (1) Room service (2) Corporate catering  
(3) Banquet catering (4) Retail food market catering
62. What is a common trend in lodging and food services in the hospitality industry ?
- (1) Decreasing demand for room service  
(2) Reduction in the variety of restaurant menus  
(3) Increasing emphasis on sustainability and locally sourced ingredients  
(4) Expansion of laundry facilities
63. Which model of service quality identifies the gaps that may exist between customer expectations and perceptions ?
- (1) Marketing mix model  
(2) SWOT analysis model  
(3) Gap model of service quality  
(4) Brand loyalty model
64. What is the process of dividing a market into distinct groups of buyers who have different needs, characteristics, or behaviors ?
- (1) Market penetration (2) Market expansion  
(3) Market segmentation (4) Market positioning
65. Which marketing approach emphasizes building long-term relationships with customers to enhance loyalty and satisfaction ?
- (1) Transactional marketing  
(2) Traditional marketing  
(3) Mass marketing  
(4) Relationship marketing
66. Which amongst the following is *not* the 4 P's of Marketing ?
- (1) Product (2) Place  
(3) Price (4) Pace

67. .... is a statistical statement that summarizes transactions between residents and non-residents during a period. It consists of the goods and services account, the primary income account, the secondary income account, the capital account, and the financial account.
- (1) Balance of Payments
  - (2) Financial Statement
  - (3) P & L Account
  - (4) Income Statement
68. .... tourism is a type of tourism activity which is characterized by the visitor's experience linked with food and related products and activities while travelling.
- (1) Gastronomy Tourism
  - (2) Farm Tourism
  - (3) Rural Tourism
  - (4) Pilgrimage Tourism
69. .... of a provider of reservation services is the difference between the value at which the intermediated service is sold and the value accrued to the provider of reservation services for this intermediated service.
- (1) Dividend
  - (2) Net Profit
  - (3) Sale
  - (4) Gross Margin
70. .... may be defined as those arising from the interviewing process. Such errors may be due to a number of circumstances, such as inadequate concepts or question inadequate training; interviewer failures; respondent failures.
- (1) Response Rate
  - (2) Response Error
  - (3) Repo Rate
  - (4) Respondent Bias

71. What term refers to the various ways in which a tourism product is made available to customers ?
- (1) Pricing strategy
  - (2) Product positioning
  - (3) Distribution channels
  - (4) Branding
72. What is a characteristic feature of rural tourism planning ?
- (1) Focus on large-scale hotel developments
  - (2) Ignoring local communities' needs and preferences
  - (3) Emphasis on promoting and preserving local culture and heritage
  - (4) Prioritizing mass tourism infrastructure
73. What is the primary focus of sustainable tourism development ?
- (1) Maximizing profits for tourism businesses
  - (2) Exploiting natural resources for tourism purposes
  - (3) Rapid expansion of tourist infrastructure
  - (4) Balancing economic, environmental, and social aspects of tourism
74. Which economic concept refers to the total value of goods and services demanded by consumers, businesses, and governments within a particular market ?
- (1) Inflation
  - (2) Savings
  - (3) Demand
  - (4) Investment

75. Which economic indicator measures the total value of goods and services produced within a country's borders in a specific time period ?
- (1) Gross Domestic Product (GDP)
  - (2) Savings
  - (3) Imports
  - (4) None of the above
76. What economic concept describes the situation where an increase in spending by one sector leads to further increases in spending across the economy ?
- (1) Multiplier effect
  - (2) Inflation
  - (3) Savings
  - (4) None of the above
77. The United Nations General Assembly declared Year ..... as the International Year of Millets.
- |          |          |
|----------|----------|
| (1) 2022 | (2) 2023 |
| (3) 2024 | (4) 2021 |
78. It was at its third session (Torremolinos, Spain) that the UN Tourism General Assembly decided to institute World Tourism Day, commencing in the year :
- |          |          |
|----------|----------|
| (1) 1980 | (2) 1976 |
| (3) 1982 | (4) 1986 |
79. World Tourism Day has been held on 27 September each year. The theme of WTD for year 2024 is :
- (1) Tourism and Green Investments
  - (2) Rethinking Tourism
  - (3) Tourism & Rural Development
  - (4) Tourism and Peace

80. Which measure of central tendency is defined as the middle value in a data set when the values are arranged in ascending order ?
- (1) Mean
  - (2) Median
  - (3) Mode
  - (4) Range
81. Which type of correlation coefficient is used when the data is ordinal or not normally distributed ?
- (1) Pearson correlation coefficient
  - (2) Mode correlation coefficient
  - (3) Spearman correlation coefficient
  - (4) Mean correlation coefficient
82. In hypothesis testing, which test is appropriate for comparing the means of two independent groups ?
- (1) Chi-square test
  - (2) Sign test
  - (3) ANOVA
  - (4) t-test
83. Which statistical concept describes the asymmetry of the probability distribution of a real-valued random variable ?
- (1) Variance
  - (2) Skewness
  - (3) Kurtosis
  - (4) Standard deviation



84. What type of statistical test is used for categorical data to determine if there is a significant association between two variables ?
- (1) t-test
  - (2) ANOVA
  - (3) Chi-square test
  - (4) Spearman correlation coefficient
85. Which method of data collection is particularly useful for obtaining detailed information about a person's thoughts and behaviors ?
- (1) Observational
  - (2) Interviews
  - (3) Surveys
  - (4) Experiments
86. What is the purpose of a literature review in research ?
- (1) To present new data
  - (2) To summarize existing knowledge and identify gaps in the literature
  - (3) To introduce the research team
  - (4) To describe the methods of data collection
87. In research methodology, what does 'sampling' refer to ?
- (1) The process of selecting a subset of the population for study
  - (2) Analyzing data collected from research
  - (3) Collecting data from every member of the population
  - (4) Identifying the variables of interest

88. Which type of scale allows for the ranking of items but does *not* specify the distance between them ?
- (1) Nominal
  - (2) Ordinal
  - (3) Interval
  - (4) Ratio
89. What is the significance of hypothesis formulation in research ?
- (1) It provides a clear direction for the study being a testable statement of a potential relationship between two or more variables.
  - (2) It is required for publishing research findings.
  - (3) It eliminates the need for data collection.
  - (4) It is only used in quantitative research methods.
90. Which of the following is Non-probability sampling method ?
- (1) Stratified random sampling
  - (2) Cluster sampling
  - (3) Simple Random
  - (4) Systematic sampling
91. Which of the following is *not* one of the traditional functions of management ?
- (1) Planning
  - (2) Organizing
  - (3) Staffing
  - (4) Persuasion

92. Which writer is most associated with bureaucratic structures ?
- (1) Henry Fayol
  - (2) Max Weber
  - (3) Adam Smith
  - (4) Mary Parker Follett
93. Which one of the following is *not* one of Drucker's five guiding principles of management ?
- (1) Making people's strengths effective and their weaknesses irrelevant.
  - (2) Enhancing the ability of people to contribute.
  - (3) To operate the organisation's status system.
  - (4) Integrating people in a common venture by thinking through, setting and exemplifying the organisational objectives, values and goals.
94. In the context of organizational behavior, what does the term 'perception' refer to ?
- (1) The process of motivating employees
  - (2) The organizational structure
  - (3) The process by which individuals interpret their sensory impressions to give meaning to their environment
  - (4) The process of assigning tasks to employees
95. Which theory of motivation focuses on the hierarchy of needs ranging from basic physiological needs to self-actualization ?
- (1) Theory X and Theory Y
  - (2) Maslow's Hierarchy of Needs
  - (3) Herzberg's Two-Factor Theory
  - (4) Expectancy Theory

96. The concept that an organization should act ethically towards social issues and be accountable to the wider community is known as :
- (1) Organizational behavior
  - (2) Social responsibility
  - (3) Contingency approach
  - (4) Systems approach
97. What principle does the double entry system of accounting rely on ?
- (1) Only credit transactions are recorded
  - (2) Every transaction affects at least two accounts
  - (3) Transactions are recorded at their market value
  - (4) Only cash transactions are recorded
98. Which of the following books of accounts is used to record day-to-day financial transactions in chronological order ?
- (1) Journal
  - (2) Final Accounts
  - (3) Trial Balance
  - (4) Cash Book
99. What is the role of the Tourism Finance Corporation of India (TFCI) ?
- (1) Regulating the tourism and hospitality industry
  - (2) Providing financial assistance to tourism-related projects
  - (3) Managing the national tourism policy
  - (4) Conducting research on tourism trends

100. What does 'zero based budgeting' mean ?

- (1) A budget based on zero revenue
- (2) Starting the budgeting process from a fixed baseline
- (3) Budgeting with the aim to bring the balance to zero
- (4) A budgeting approach where every expense must be justified for each new period

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**B**

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  - (2) Domestic
  - (3) Commercial
  - (4) Specialized
2. What distinguishes an escorted tour from an independent tour ?
  - (1) Duration of the tour
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  - (1) Excessive investment capital
  - (2) Extensive experience in the hospitality industry
  - (3) Obtaining proper recognition and licensing
  - (4) Limited knowledge of information technology
6. What is the key difference between FIT and GIT in tour costing ?
  - (1) FIT involves individual travelers, while GIT involves group bookings
  - (2) FIT offers fixed tour packages, while GIT allows for customization
  - (3) FIT is more expensive than GIT
  - (4) GIT offers more flexibility in travel arrangements

7. What is the standard procedure for pickup and drop, in tour operations ?
- (1) Random selection of pickup locations
  - (2) No predefined drop-off points
  - (3) Prearranged pickup points and scheduled drop-off locations
  - (4) Leaving travelers to find their own transportation
8. What is the primary function of tour brochures ?
- (1) Issuing travel vouchers
  - (2) Providing airport information
  - (3) Promoting tour packages and destinations
  - (4) Facilitating cargo handling
9. What is the significance of analyzing guest feedback in tour operations ?
- (1) Ensuring compliance with RBI guidelines
  - (2) Determining baggage allowance
  - (3) Improving the quality of services and itineraries
  - (4) Assessing criminal law violations
10. What is the primary purpose of issuing health certificates for travelers ?
- (1) Confirming hotel reservations
  - (2) Providing travel insurance coverage
  - (3) Ensuring travelers meet health requirements of their destination
  - (4) Analyzing feedback from travelers
11. What term refers to the various ways in which a tourism product is made available to customers ?
- (1) Pricing strategy
  - (2) Product positioning
  - (3) Distribution channels
  - (4) Branding



12. What is a characteristic feature of rural tourism planning ?
- (1) Focus on large-scale hotel developments
  - (2) Ignoring local communities' needs and preferences
  - (3) Emphasis on promoting and preserving local culture and heritage
  - (4) Prioritizing mass tourism infrastructure
13. What is the primary focus of sustainable tourism development ?
- (1) Maximizing profits for tourism businesses
  - (2) Exploiting natural resources for tourism purposes
  - (3) Rapid expansion of tourist infrastructure
  - (4) Balancing economic, environmental, and social aspects of tourism
14. Which economic concept refers to the total value of goods and services demanded by consumers, businesses, and governments within a particular market ?
- (1) Inflation
  - (2) Savings
  - (3) Demand
  - (4) Investment
15. Which economic indicator measures the total value of goods and services produced within a country's borders in a specific time period ?
- (1) Gross Domestic Product (GDP)
  - (2) Savings
  - (3) Imports
  - (4) None of the above

16. What economic concept describes the situation where an increase in spending by one sector leads to further increases in spending across the economy ?
- (1) Multiplier effect
  - (2) Inflation
  - (3) Savings
  - (4) None of the above
17. The United Nations General Assembly declared Year ..... as the International Year of Millets.
- (1) 2022
  - (2) 2023
  - (3) 2024
  - (4) 2021
18. It was at its third session (Torremolinos, Spain) that the UN Tourism General Assembly decided to institute World Tourism Day, commencing in the year :
- (1) 1980
  - (2) 1976
  - (3) 1982
  - (4) 1986
19. World Tourism Day has been held on 27 September each year. The theme of WTD for year 2024 is :
- (1) Tourism and Green Investments
  - (2) Rethinking Tourism
  - (3) Tourism & Rural Development
  - (4) Tourism and Peace
20. Which measure of central tendency is defined as the middle value in a data set when the values are arranged in ascending order ?
- (1) Mean
  - (2) Median
  - (3) Mode
  - (4) Range

B

21. Which of the following is *not* one of the traditional functions of management ?
- (1) Planning
  - (2) Organizing
  - (3) Staffing
  - (4) Persuasion
22. Which writer is most associated with bureaucratic structures ?
- (1) Henry Fayol
  - (2) Max Weber
  - (3) Adam Smith
  - (4) Mary Parker Follett
23. Which one of the following is *not* one of Drucker's five guiding principles of management ?
- (1) Making people's strengths effective and their weaknesses irrelevant.
  - (2) Enhancing the ability of people to contribute.
  - (3) To operate the organisation's status system.
  - (4) Integrating people in a common venture by thinking through, setting and exemplifying the organisational objectives, values and goals.
24. In the context of organizational behavior, what does the term 'perception' refer to ?
- (1) The process of motivating employees
  - (2) The organizational structure
  - (3) The process by which individuals interpret their sensory impressions to give meaning to their environment
  - (4) The process of assigning tasks to employees

25. Which theory of motivation focuses on the hierarchy of needs ranging from basic physiological needs to self-actualization ?
- (1) Theory X and Theory Y
  - (2) Maslow's Hierarchy of Needs
  - (3) Herzberg's Two-Factor Theory
  - (4) Expectancy Theory
26. The concept that an organization should act ethically towards social issues and be accountable to the wider community is known as :
- (1) Organizational behavior
  - (2) Social responsibility
  - (3) Contingency approach
  - (4) Systems approach
27. What principle does the double entry system of accounting rely on ?
- (1) Only credit transactions are recorded
  - (2) Every transaction affects at least two accounts
  - (3) Transactions are recorded at their market value
  - (4) Only cash transactions are recorded
28. Which of the following books of accounts is used to record day-to-day financial transactions in chronological order ?
- (1) Journal
  - (2) Final Accounts
  - (3) Trial Balance
  - (4) Cash Book

29. What is the role of the Tourism Finance Corporation of India (TFCI) ?
- (1) Regulating the tourism and hospitality industry
  - (2) Providing financial assistance to tourism-related projects
  - (3) Managing the national tourism policy
  - (4) Conducting research on tourism trends
30. What does 'zero based budgeting' mean ?
- (1) A budget based on zero revenue
  - (2) Starting the budgeting process from a fixed baseline
  - (3) Budgeting with the aim to bring the balance to zero
  - (4) A budgeting approach where every expense must be justified for each new period
31. .... traveled to several places in Asia in the seventh century. He recorded all of his travel experiences in his book name 'Journey to the West and India'.
- |                           |                |
|---------------------------|----------------|
| (1) Xuanzang (Huen Tsang) | (2) Marco Polo |
| (3) Al-Biruni             | (4) Ibn Batuta |
32. During which period did the people of Europe start moving out for learning based on cultural resources and educational reform ?
- |                           |                           |
|---------------------------|---------------------------|
| (1) Early Medieval Period | (2) Renaissance           |
| (3) Roman Era             | (4) Industrial Revolution |
33. Henry Ford introduced the famous automobile name Model T in :
- |          |          |
|----------|----------|
| (1) 1845 | (2) 1851 |
| (3) 1908 | (4) 1920 |
34. The new Mascot & fresh tagline of ITDC, a Public Sector Undertaking under the administrative control of the Ministry of Tourism is :
- |            |            |
|------------|------------|
| (1) ADVIK  | (2) ANANT  |
| (3) ATULYA | (4) ADYANT |

35. The Wright Brothers invented the first successful airplane on 17th December ..... , which took a small flight at that time but a great leap for the future.
- (1) 1803 (2) 1903  
(3) 2003 (4) 1923
36. What term describes a person who travels to a place and stays there for less than 24 hours without an overnight stay ?
- (1) Tourist (2) Excursionist  
(3) Traveler (4) Visitor
37. Which type of tourism involves residents of a country traveling only within their own country ?
- (1) Inbound Tourism (2) Outbound Tourism  
(3) Domestic Tourism (4) International Tourism
38. The 'Butler's Tourism Area Life Cycle (TALC)' model explains :
- (1) The economic impact of tourism on a destination  
(2) The stages of a tourist destination goes through  
(3) The geographical spread of tourism  
(4) The environmental effects of tourism
39. Doxey's Irridex Model is used to gauge :
- (1) The profitability of tourism ventures  
(2) The environmental sustainability of tourism  
(3) Host community's reactions to tourists over time  
(4) The life span of tourism businesses
40. Plog's model of tourism categorizes tourists into which of the following psychographic types ?
- (1) Introverts and Extroverts  
(2) Allocentric, Mid-centric and Psychocentric  
(3) Optimists and Pessimists  
(4) High-risk and Low-risk

41. Which characteristic of the hospitality industry refers to the fact that services cannot be stored or inventoried for future use ?
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- (1) Bread, Fruit Juice, Tea, Coffee, and Jam, Butter
  - (2) A full-cooked meal including eggs, meat, and potatoes
  - (3) A variety of Indian breakfast dishes
  - (4) Pancakes and maple syrup

46. Which amongst the following is an Italian soup ?
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48. Dalma, Pakhala Bhata are specialty from the cuisine of :
- (1) Andhra Pradesh
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  - (3) Kerala
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  - (3) Bihar
  - (4) Rajasthan
50. Foldaway Beds with a slatted wood frame that folds into a double-hinged shape of three sections when used as a Sofa :
- (1) Z Bed
  - (2) Murphy Bed
  - (3) Rollaway Bed
  - (4) Zero Gravity Bed
51. What type of catering service specializes in providing food for large events such as weddings or conferences ?
- (1) Room service
  - (2) Corporate catering
  - (3) Banquet catering
  - (4) Retail food market catering



52. What is a common trend in lodging and food services in the hospitality industry ?
- (1) Decreasing demand for room service
  - (2) Reduction in the variety of restaurant menus
  - (3) Increasing emphasis on sustainability and locally sourced ingredients
  - (4) Expansion of laundry facilities
53. Which model of service quality identifies the gaps that may exist between customer expectations and perceptions ?
- (1) Marketing mix model
  - (2) SWOT analysis model
  - (3) Gap model of service quality
  - (4) Brand loyalty model
54. What is the process of dividing a market into distinct groups of buyers who have different needs, characteristics, or behaviors ?
- (1) Market penetration
  - (2) Market expansion
  - (3) Market segmentation
  - (4) Market positioning
55. Which marketing approach emphasizes building long-term relationships with customers to enhance loyalty and satisfaction ?
- (1) Transactional marketing
  - (2) Traditional marketing
  - (3) Mass marketing
  - (4) Relationship marketing
56. Which amongst the following is *not* the 4 P's of Marketing ?
- (1) Product
  - (2) Place
  - (3) Price
  - (4) Pace

57. .... is a statistical statement that summarizes transactions between residents and non-residents during a period. It consists of the goods and services account, the primary income account, the secondary income account, the capital account, and the financial account.
- (1) Balance of Payments
  - (2) Financial Statement
  - (3) P & L Account
  - (4) Income Statement
58. .... tourism is a type of tourism activity which is characterized by the visitor's experience linked with food and related products and activities while travelling.
- (1) Gastronomy Tourism
  - (2) Farm Tourism
  - (3) Rural Tourism
  - (4) Pilgrimage Tourism
59. .... of a provider of reservation services is the difference between the value at which the intermediated service is sold and the value accrued to the provider of reservation services for this intermediated service.
- (1) Dividend
  - (2) Net Profit
  - (3) Sale
  - (4) Gross Margin
60. .... may be defined as those arising from the interviewing process. Such errors may be due to a number of circumstances, such as inadequate concepts or questions; inadequate training; interviewer failures; respondent failures.
- (1) Response Rate
  - (2) Response Error
  - (3) Repo Rate
  - (4) Respondent Bias

61. Kazi Nazrul Islam Airport is located in :
- (1) Uttar Pradesh (2) Telangana  
(3) Kerala (4) West Bengal
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- (1) Climate Changes & Natural Climates  
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- (1) The maximum number of people that can travel on a plane  
(2) The capacity of a hotel to accommodate guests  
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(4) The total number of tourists a country can host during a season
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69. Originally called as Chintamani, Junagarh Fort is situated in :
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(2) Jodhpur, Rajasthan  
(3) Una, Himachal Pradesh  
(4) Bikaner Rajasthan
70. Ranthambore National Park is best known for which of the following ?
- (1) Snow Leopards (2) Tiger sightings  
(3) Asiatic Elephants (4) Rhinoceros
71. Which of the following is *not* a basic component of the tourism industry ?
- (1) Transport  
(2) Accommodation  
(3) Attraction, Facilities & Amenities  
(4) Industrial manufacturing
72. What impact does seasonality have on the tourism industry ?
- (1) It ensures a steady flow of tourists year-round.  
(2) It causes fluctuations in demand affecting tourism businesses.  
(3) It reduces the economic benefits of tourism.  
(4) It increases the social impact of tourism.

73. The United Nations World Tourism Organization (UNWTO) primarily focuses on :
- (1) Regulating international air travel.
  - (2) Promoting responsible, sustainable, and universally accessible tourism.
  - (3) Facilitating global economic policies.
  - (4) Standardizing hotel ratings worldwide.
74. Which of the following organizations is primarily concerned with the safety and security of international air transport ?
- (1) IATA
  - (2) ICAO
  - (3) UFTAA
  - (4) WTTC
75. From the listed below, what are the positive economic impacts of tourism ?
- (1) Decreased employment opportunities.
  - (2) Inflation
  - (3) Increased foreign exchange earnings.
  - (4) Resource depletion.
76. 'Cultural Impact' of tourism refers to :
- (1) The influence of tourism on the global economy.
  - (2) The effect of global politics on tourism.
  - (3) The changes in local customs, traditions, and lifestyle due to tourism.
  - (4) The development of new transport routes.
77. How many main time zones are there around the world ?
- (1) 12
  - (2) 24
  - (3) 34
  - (4) 36
78. Greenwich Mean Time (GMT) is based on the time at which location ?
- (1) The Equator
  - (2) The International Date Line
  - (3) The North Pole
  - (4) The Prime Meridian

79. What is 'Elapsed Time' in air travel ?
- (1) The time difference between two cities.
  - (2) The time taken for a layover.
  - (3) The time saved by flying over the International Date Line.
  - (4) The total time taken for a flight from departure to arrival terminal including all on-ground and in-air time.
80. Three letter IATA Code for Netaji Subhash Chandra Bose International Airport Kolkata is :
- (1) CCU
  - (2) COK
  - (3) KOL
  - (4) MAA
81. Which type of correlation coefficient is used when the data is ordinal or not normally distributed ?
- (1) Pearson correlation coefficient
  - (2) Mode correlation coefficient
  - (3) Spearman correlation coefficient
  - (4) Mean correlation coefficient
82. In hypothesis testing, which test is appropriate for comparing the means of two independent groups ?
- (1) Chi-square test
  - (2) Sign test
  - (3) ANOVA
  - (4) t-test

83. Which statistical concept describes the asymmetry of the probability distribution of a real-valued random variable ?
- (1) Variance
  - (2) Skewness
  - (3) Kurtosis
  - (4) Standard deviation
84. What type of statistical test is used for categorical data to determine if there is a significant association between two variables ?
- (1) t-test
  - (2) ANOVA
  - (3) Chi-square test
  - (4) Spearman correlation coefficient
85. Which method of data collection is particularly useful for obtaining detailed information about a person's thoughts and behaviors ?
- (1) Observational
  - (2) Interviews
  - (3) Surveys
  - (4) Experiments
86. What is the purpose of a literature review in research ?
- (1) To present new data
  - (2) To summarize existing knowledge and identify gaps in the literature
  - (3) To introduce the research team
  - (4) To describe the methods of data collection

87. In research methodology, what does 'sampling' refer to ?
- (1) The process of selecting a subset of the population for study
  - (2) Analyzing data collected from research
  - (3) Collecting data from every member of the population
  - (4) Identifying the variables of interest
88. Which type of scale allows for the ranking of items but does *not* specify the distance between them ?
- (1) Nominal
  - (2) Ordinal
  - (3) Interval
  - (4) Ratio
89. What is the significance of hypothesis formulation in research ?
- (1) It provides a clear direction for the study being a testable statement of a potential relationship between two or more variables.
  - (2) It is required for publishing research findings.
  - (3) It eliminates the need for data collection.
  - (4) It is only used in quantitative research methods.
90. Which of the following is Non-probability sampling method ?
- (1) Stratified random sampling
  - (2) Cluster sampling
  - (3) Simple Random
  - (4) Systematic sampling



91. Which hill station is famous for its tea plantations ?
- (1) Shimla  
(2) Munnar  
(3) Nainital  
(4) Pachmarhi
92. Which state is known for the beach resorts of Kovalam and Varkala ?
- (1) Karnataka  
(2) Maharashtra  
(3) Kerala  
(4) Tamil Nadu
93. Which of the following locations is popular for its lighthouse tourism ?
- (1) Coorg  
(2) Shimla  
(3) Gulmarg  
(4) Mahabalipuram
94. World Agri Tourism Day is celebrated on :
- (1) 16 March  
(2) 16 April  
(3) 16 May  
(4) 16 October
95. Which of the following best describes the term 'GDS' in air transportation ?
- (1) Ground Delivery System  
(2) Global Distribution System  
(3) General Department of Safety  
(4) Gate Departure Services
96. What is the primary role of transportation in tourism ?
- (1) Decreasing travel costs  
(2) Limiting access to destinations  
(3) Increasing environmental impact  
(4) Facilitating movement between destinations
97. What characterizes no-frill airlines ?
- (1) Luxury services  
(2) Low-cost tickets with minimal extras  
(3) Long-haul international flights  
(4) All-inclusive travel packages

98. What is the primary advantage of using cruise ships in tourism ?
- (1) High speed
  - (2) Experience with Comprehensive amenities and onboard entertainment
  - (3) Low cost
  - (4) Flexibility in routes
99. The Trans-Siberian Railway connects which two points ?
- (1) London to Paris
  - (2) New York to California
  - (3) Moscow to Vladivostok
  - (4) Berlin to Rome
100. What is the purpose of the All India Permits for vehicles in the context of tourism ?
- (1) Limiting the operation of vehicles to urban areas only
  - (2) Allowing vehicles to operate across state borders within India
  - (3) Restricting vehicle operations to specific tourist sites
  - (4) Mandating environmental checks for vehicles

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

C

PHD-EE-2023-24

SET-X

Tourism Management

10011

Sr. No. ....

Time : 1¼ Hours

Max. Marks : 100

Total Questions : 100

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

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

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

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

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

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

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

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

PHD-EE-2023-24/(Tourism Management)(SET-X)/(C)

SEAL

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(3) Spearman correlation coefficient  
(4) Mean correlation coefficient
22. In hypothesis testing, which test is appropriate for comparing the means of two independent groups ?
- (1) Chi-square test  
(2) Sign test  
(3) ANOVA  
(4) t-test

23. Which statistical concept describes the asymmetry of the probability distribution of a real-valued random variable ?
- (1) Variance
  - (2) Skewness
  - (3) Kurtosis
  - (4) Standard deviation
24. What type of statistical test is used for categorical data to determine if there is a significant association between two variables ?
- (1) t-test
  - (2) ANOVA
  - (3) Chi-square test
  - (4) Spearman correlation coefficient
25. Which method of data collection is particularly useful for obtaining detailed information about a person's thoughts and behaviors ?
- (1) Observational
  - (2) Interviews
  - (3) Surveys
  - (4) Experiments
26. What is the purpose of a literature review in research ?
- (1) To present new data
  - (2) To summarize existing knowledge and identify gaps in the literature
  - (3) To introduce the research team
  - (4) To describe the methods of data collection



27. In research methodology, what does 'sampling' refer to ?
- (1) The process of selecting a subset of the population for study
  - (2) Analyzing data collected from research
  - (3) Collecting data from every member of the population
  - (4) Identifying the variables of interest
28. Which type of scale allows for the ranking of items but does **not** specify the distance between them ?
- (1) Nominal
  - (2) Ordinal
  - (3) Interval
  - (4) Ratio
29. What is the significance of hypothesis formulation in research ?
- (1) It provides a clear direction for the study being a testable statement of a potential relationship between two or more variables.
  - (2) It is required for publishing research findings.
  - (3) It eliminates the need for data collection.
  - (4) It is only used in quantitative research methods.
30. Which of the following is Non-probability sampling method ?
- (1) Stratified random sampling
  - (2) Cluster sampling
  - (3) Simple Random
  - (4) Systematic sampling

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41. Which of the following is *not* a basic component of the tourism industry ?
- (1) Transport
  - (2) Accommodation
  - (3) Attraction, Facilities & Amenities
  - (4) Industrial manufacturing
42. What impact does seasonality have on the tourism industry ?
- (1) It ensures a steady flow of tourists year-round.
  - (2) It causes fluctuations in demand affecting tourism businesses.
  - (3) It reduces the economic benefits of tourism.
  - (4) It increases the social impact of tourism.
43. The United Nations World Tourism Organization (UNWTO) primarily focuses on :
- (1) Regulating international air travel.
  - (2) Promoting responsible, sustainable, and universally accessible tourism.
  - (3) Facilitating global economic policies.
  - (4) Standardizing hotel ratings worldwide.
44. Which of the following organizations is primarily concerned with the safety and security of international air transport ?
- |           |          |
|-----------|----------|
| (1) IATA  | (2) ICAO |
| (3) UFTAA | (4) WTTC |

45. From the listed below, what are the positive economic impacts of tourism ?
- (1) Decreased employment opportunities.
  - (2) Inflation
  - (3) Increased foreign exchange earnings.
  - (4) Resource depletion.
46. 'Cultural Impact' of tourism refers to :
- (1) The influence of tourism on the global economy.
  - (2) The effect of global politics on tourism.
  - (3) The changes in local customs, traditions, and lifestyle due to tourism.
  - (4) The development of new transport routes.
47. How many main time zones are there around the world ?
- |        |        |
|--------|--------|
| (1) 12 | (2) 24 |
| (3) 34 | (4) 36 |
48. Greenwich Mean Time (GMT) is based on the time at which location ?
- (1) The Equator
  - (2) The International Date Line
  - (3) The North Pole
  - (4) The Prime Meridian
49. What is 'Elapsed Time' in air travel ?
- (1) The time difference between two cities.
  - (2) The time taken for a layover.
  - (3) The time saved by flying over the International Date Line.
  - (4) The total time taken for a flight from departure to arrival terminal including all on-ground and in-air time.
50. Three letter IATA Code for Netaji Subhash Chandra Bose International Airport Kolkata is :
- |         |         |
|---------|---------|
| (1) CCU | (2) COK |
| (3) KOL | (4) MAA |

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- (1) Xuanzang (Huen Tsang)
  - (2) Marco Polo
  - (3) Al-Biruni
  - (4) Ibn Batuta
62. During which period did the people of Europe start moving out for learning based on cultural resources and educational reform ?
- (1) Early Medieval Period
  - (2) Renaissance
  - (3) Roman Era
  - (4) Industrial Revolution
63. Henry Ford introduced the famous automobile name Model T in :
- (1) 1845
  - (2) 1851
  - (3) 1908
  - (4) 1920

64. The new Mascot & fresh tagline of ITDC, a Public Sector Undertaking under the administrative control of the Ministry of Tourism is :
- (1) ADVIK (2) ANANT  
(3) ATULYA (4) ADYANT
65. The Wright Brothers invented the first successful airplane on 17th December ....., which took a small flight at that time but a great leap for the future.
- (1) 1803 (2) 1903  
(3) 2003 (4) 1923
66. What term describes a person who travels to a place and stays there for less than 24 hours without an overnight stay ?
- (1) Tourist (2) Excursionist  
(3) Traveler (4) Visitor
67. Which type of tourism involves residents of a country traveling only within their own country ?
- (1) Inbound Tourism (2) Outbound Tourism  
(3) Domestic Tourism (4) International Tourism
68. The 'Butler's Tourism Area Life Cycle (TALC)' model explains :
- (1) The economic impact of tourism on a destination  
(2) The stages of a tourist destination goes through  
(3) The geographical spread of tourism  
(4) The environmental effects of tourism
69. Doxey's Irridex Model is used to gauge :
- (1) The profitability of tourism ventures  
(2) The environmental sustainability of tourism  
(3) Host community's reactions to tourists over time  
(4) The life span of tourism businesses



70. Plog's model of tourism categorizes tourists into which of the following psychographic types ?
- (1) Introverts and Extroverts
  - (2) Allocentric, Mid-centric and Psychocentric
  - (3) Optimists and Pessimists
  - (4) High-risk and Low-risk
71. Which of the following is *not* a type of tour operator ?
- (1) Inbound
  - (2) Domestic
  - (3) Commercial
  - (4) Specialized
72. What distinguishes an escorted tour from an independent tour ?
- (1) Duration of the tour
  - (2) Presence of a tour guide throughout the trip
  - (3) Cost of the tour
  - (4) Size of the tour group
73. Which type of tour operator focuses on handling travel arrangements within a specific country ?
- (1) Inbound
  - (2) Outbound
  - (3) Domestic
  - (4) Ground
74. What is a significant aspect of the future of travel wholesaling and retailing ?
- (1) Declining demand for travel services
  - (2) Limited use of technology
  - (3) Increasing reliance on online booking platforms
  - (4) Decreased competition among travel agencies
75. What is a key requirement for starting a travel agency or tour operation business ?
- (1) Excessive investment capital
  - (2) Extensive experience in the hospitality industry
  - (3) Obtaining proper recognition and licensing
  - (4) Limited knowledge of information technology

76. What is the key difference between FIT and GIT in tour costing ?
- (1) FIT involves individual travelers, while GIT involves group bookings
  - (2) FIT offers fixed tour packages, while GIT allows for customization
  - (3) FIT is more expensive than GIT
  - (4) GIT offers more flexibility in travel arrangements
77. What is the standard procedure for pickup and drop in tour operations ?
- (1) Random selection of pickup locations
  - (2) No predefined drop-off points
  - (3) Prearranged pickup points and scheduled drop-off locations
  - (4) Leaving travelers to find their own transportation
78. What is the primary function of tour brochures??
- (1) Issuing travel vouchers
  - (2) Providing airport information
  - (3) Promoting tour packages and destinations
  - (4) Facilitating cargo handling
79. What is the significance of analyzing guest feedback in tour operations ?
- (1) Ensuring compliance with RBI guidelines
  - (2) Determining baggage allowance
  - (3) Improving the quality of services and itineraries
  - (4) Assessing criminal law violations
80. What is the primary purpose of issuing health certificates for travelers ?
- (1) Confirming hotel reservations
  - (2) Providing travel insurance coverage
  - (3) Ensuring travelers meet health requirements of their destination
  - (4) Analyzing feedback from travelers

81. Which of the following is *not* one of the traditional functions of management ?
- (1) Planning
  - (2) Organizing
  - (3) Staffing
  - (4) Persuasion
82. Which writer is most associated with bureaucratic structures ?
- (1) Henry Fayol
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83. Which one of the following is *not* one of Drucker's five guiding principles of management ?
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84. In the context of organizational behavior, what does the term 'perception' refer to ?
- (1) The process of motivating employees
  - (2) The organizational structure
  - (3) The process by which individuals interpret their sensory impressions to give meaning to their environment
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85. Which theory of motivation focuses on the hierarchy of needs ranging from basic physiological needs to self-actualization ?
- (1) Theory X and Theory Y
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  - (4) Expectancy Theory
86. The concept that an organization should act ethically towards social issues and be accountable to the wider community is known as :
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87. What principle does the double entry system of accounting rely on ?
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89. What is the role of the Tourism Finance Corporation of India (TFCI) ?
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90. What does 'zero based budgeting' mean ?
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91. What type of catering service specializes in providing food for large events such as weddings or conferences ?
- (1) Room service
  - (2) Corporate catering
  - (3) Banquet catering
  - (4) Retail food market catering
92. What is a common trend in lodging and food services in the hospitality industry ?
- (1) Decreasing demand for room service
  - (2) Reduction in the variety of restaurant menus
  - (3) Increasing emphasis on sustainability and locally sourced ingredients
  - (4) Expansion of laundry facilities
93. Which model of service quality identifies the gaps that may exist between customer expectations and perceptions ?
- (1) Marketing mix model
  - (2) SWOT analysis model
  - (3) Gap model of service quality
  - (4) Brand loyalty model

94. What is the process of dividing a market into distinct groups of buyers who have different needs, characteristics, or behaviors ?
- (1) Market penetration
  - (2) Market expansion
  - (3) Market segmentation
  - (4) Market positioning
95. Which marketing approach emphasizes building long-term relationships with customers to enhance loyalty and satisfaction ?
- (1) Transactional marketing
  - (2) Traditional marketing
  - (3) Mass marketing
  - (4) Relationship marketing
96. Which amongst the following is **not** the 4 P's of Marketing ?
- (1) Product
  - (2) Place
  - (3) Price
  - (4) Pace
97. .... is a statistical statement that summarizes transactions between residents and non-residents during a period. It consists of the goods and services account, the primary income account, the secondary income account, the capital account, and the financial account.
- (1) Balance of Payments
  - (2) Financial Statement
  - (3) P & L Account
  - (4) Income Statement
98. .... tourism is a type of tourism activity which is characterized by the visitor's experience linked with food and related products and activities while travelling.
- (1) Gastronomy Tourism
  - (2) Farm Tourism
  - (3) Rural Tourism
  - (4) Pilgrimage Tourism

99. .... of a provider of reservation services is the difference between the value at which the intermediated service is sold and the value accrued to the provider of reservation services for this intermediated service.
- (1) Dividend
  - (2) Net Profit
  - (3) Sale
  - (4) Gross Margin
100. .... may be defined as those arising from the interviewing process. Such errors may be due to a number of circumstances, such as inadequate concepts or questions; inadequate training; interviewer failures; respondent failures.
- (1) Response Rate
  - (2) Response Error
  - (3) Repo Rate
  - (4) Respondent Bias

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

**D**

**PHD-EE-2023-24**

**SET-X**

**Tourism Management**

**10012**

Sr. No. ....

Time : 1¼ Hours

Max. Marks : 100

Total Questions : 100

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

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

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

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

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

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

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

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

**PHD-EE-2023-24/(Tourism Management)(SET-X)/(D)**



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- |                   |                 |
|-------------------|-----------------|
| (1) Uttar Pradesh | (2) Telangana   |
| (3) Kerala        | (4) West Bengal |
32. Which factor does **not** directly affect tourists' movement ?
- (1) Climate Changes & Natural Climates
  - (2) Local cuisine
  - (3) Political stability
  - (4) Visa regulations
33. What is 'carrying capacity' in the context of tourism ?
- (1) The maximum number of people that can travel on a plane
  - (2) The capacity of a hotel to accommodate guests
  - (3) The maximum number of people that may visit a destination at the same time, without destroying the environment and an unacceptable decrease in the quality of visitors satisfaction
  - (4) The total number of tourists a country can host during a season

34. What is a key characteristic of tourism products in India ?
- (1) Homogeneity
  - (2) Seasonality and Diversities
  - (3) Limited accessibility
  - (4) Single climatic zone
35. What represents the diversity of Indian cuisine ?
- (1) The use of rice across all dishes
  - (2) Regional variations
  - (3) Uniform cooking methods
  - (4) The exclusive use of vegetarian ingredients
36. Now also a tourist attraction, Deekshabhoomi, where Dr. B. R. Ambedkar embraced and converted to Buddhism is located at :
- (1) Kaushambi
  - (2) Sarnath
  - (3) Kushinagar
  - (4) Nagpur
37. Mohiniyattam is a popular dance form associated with :
- (1) Kerala
  - (2) Odisha
  - (3) Uttar Pradesh
  - (4) Assam
38. Salarjung Museum is located in :
- (1) Delhi
  - (2) Lucknow
  - (3) Hyderabad
  - (4) Chennai
39. Originally called as Chintamani, Junagarh Fort is situated in :
- (1) Junagarh, Gujarat
  - (2) Jodhpur, Rajasthan
  - (3) Una, Himachal Pradesh
  - (4) Bikaner Rajasthan
40. Ranthambore National Park is best known for which of the following ?
- (1) Snow Leopards
  - (2) Tiger sightings
  - (3) Asiatic Elephants
  - (4) Rhinoceros



41. What type of catering service specializes in providing food for large events such as weddings or conferences ?
- (1) Room service
  - (2) Corporate catering
  - (3) Banquet catering
  - (4) Retail food market catering
42. What is a common trend in lodging and food services in the hospitality industry ?
- (1) Decreasing demand for room service
  - (2) Reduction in the variety of restaurant menus
  - (3) Increasing emphasis on sustainability and locally sourced ingredients
  - (4) Expansion of laundry facilities
43. Which model of service quality identifies the gaps that may exist between customer expectations and perceptions ?
- (1) Marketing mix model
  - (2) SWOT analysis model
  - (3) Gap model of service quality
  - (4) Brand loyalty model
44. What is the process of dividing a market into distinct groups of buyers who have different needs, characteristics, or behaviors ?
- (1) Market penetration
  - (2) Market expansion
  - (3) Market segmentation
  - (4) Market positioning
45. Which marketing approach emphasizes building long-term relationships with customers to enhance loyalty and satisfaction ?
- (1) Transactional marketing
  - (2) Traditional marketing
  - (3) Mass marketing
  - (4) Relationship marketing
46. Which amongst the following is **not** the 4 P's of Marketing ?
- (1) Product
  - (2) Place
  - (3) Price
  - (4) Pace

47. .... is a statistical statement that summarizes transactions between residents and non-residents during a period. It consists of the goods and services account, the primary income account, the secondary income account, the capital account, and the financial account.
- (1) Balance of Payments
  - (2) Financial Statement
  - (3) P & L Account
  - (4) Income Statement
48. .... tourism is a type of tourism activity which is characterized by the visitor's experience linked with food and related products and activities while travelling.
- (1) Gastronomy Tourism
  - (2) Farm Tourism
  - (3) Rural Tourism
  - (4) Pilgrimage Tourism
49. .... of a provider of reservation services is the difference between the value which the intermediated service is sold and the value accrued to the provider of reservation services for this intermediated service.
- (1) Dividend
  - (2) Net Profit
  - (3) Sale
  - (4) Gross Margin
50. .... may be defined as those arising from the interviewing process. Such errors may be due to a number of circumstances, such as inadequate concepts or questions; inadequate training; interviewer failures; respondent failures.
- (1) Response Rate
  - (2) Response Error
  - (3) Repo Rate
  - (4) Respondent Bias

51. Which type of correlation coefficient is used when the data is ordinal or not normally distributed ?
- (1) Pearson correlation coefficient
  - (2) Mode correlation coefficient
  - (3) Spearman correlation coefficient
  - (4) Mean correlation coefficient
52. In hypothesis testing, which test is appropriate for comparing the means of two independent groups ?
- (1) Chi-square test
  - (2) Sign test
  - (3) ANOVA
  - (4) t-test
53. Which statistical concept describes the asymmetry of the probability distribution of a real-valued random variable ?
- (1) Variance
  - (2) Skewness
  - (3) Kurtosis
  - (4) Standard deviation
54. What type of statistical test is used for categorical data to determine if there is a significant association between two variables ?
- (1) t-test
  - (2) ANOVA
  - (3) Chi-square test
  - (4) Spearman correlation coefficient

55. Which method of data collection is particularly useful for obtaining detailed information about a person's thoughts and behaviors ?
- (1) Observational
  - (2) Interviews
  - (3) Surveys
  - (4) Experiments
56. What is the purpose of a literature review in research ?
- (1) To present new data
  - (2) To summarize existing knowledge and identify gaps in the literature
  - (3) To introduce the research team
  - (4) To describe the methods of data collection
57. In research methodology, what does 'sampling' refer to ?
- (1) The process of selecting a subset of the population for study
  - (2) Analyzing data collected from research
  - (3) Collecting data from every member of the population
  - (4) Identifying the variables of interest
58. Which type of scale allows for the ranking of items but does **not** specify the distance between them ?
- (1) Nominal
  - (2) Ordinal
  - (3) Interval
  - (4) Ratio

59. What is the significance of hypothesis formulation in research ?
- (1) It provides a clear direction for the study being a testable statement of a potential relationship between two or more variables.
  - (2) It is required for publishing research findings.
  - (3) It eliminates the need for data collection.
  - (4) It is only used in quantitative research methods.
60. Which of the following is Non-probability sampling method ?
- (1) Stratified random sampling
  - (2) Cluster sampling
  - (3) Simple Random
  - (4) Systematic sampling
61. Which of the following is **not** a type of tour operator ?
- |                |                 |
|----------------|-----------------|
| (1) Inbound    | (2) Domestic    |
| (3) Commercial | (4) Specialized |
62. What distinguishes an escorted tour from an independent tour ?
- (1) Duration of the tour
  - (2) Presence of a tour guide throughout the trip
  - (3) Cost of the tour
  - (4) Size of the tour group
63. Which type of tour operator focuses on handling travel arrangements within a specific country ?
- |              |              |
|--------------|--------------|
| (1) Inbound  | (2) Outbound |
| (3) Domestic | (4) Ground   |

64. What is a significant aspect of the future of travel wholesaling and retailing ?
- (1) Declining demand for travel services
  - (2) Limited use of technology
  - (3) Increasing reliance on online booking platforms
  - (4) Decreased competition among travel agencies
65. What is a key requirement for starting a travel agency or tour operation business ?
- (1) Excessive investment capital
  - (2) Extensive experience in the hospitality industry
  - (3) Obtaining proper recognition and licensing
  - (4) Limited knowledge of information technology
66. What is the key difference between FIT and GIT in tour costing ?
- (1) FIT involves individual travelers, while GIT involves group bookings
  - (2) FIT offers fixed tour packages, while GIT allows for customization
  - (3) FIT is more expensive than GIT
  - (4) GIT offers more flexibility in travel arrangements
67. What is the standard procedure for pickup and drop, in tour operations ?
- (1) Random selection of pickup locations
  - (2) No predefined drop-off points
  - (3) Prearranged pickup points and scheduled drop-off locations
  - (4) Leaving travelers to find their own transportation
68. What is the primary function of tour brochures ?
- (1) Issuing travel vouchers
  - (2) Providing airport information
  - (3) Promoting tour packages and destinations
  - (4) Facilitating cargo handling

69. What is the significance of analyzing guest feedback in tour operations ?
- (1) Ensuring compliance with RBI guidelines
  - (2) Determining baggage allowance
  - (3) Improving the quality of services and itineraries
  - (4) Assessing criminal law violations
70. What is the primary purpose of issuing health certificates for travelers ?
- (1) Confirming hotel reservations
  - (2) Providing travel insurance coverage
  - (3) Ensuring travelers meet health requirements of their destination
  - (4) Analyzing feedback from travelers
71. Which characteristic of the hospitality industry refers to the fact that services cannot be stored or inventoried for future use ?
- (1) Inflexibility
  - (2) Intangibility
  - (3) Perishability
  - (4) Fixed location
72. What type of hotel offers multiple locations under the same brand and management ?
- (1) Independent hotel
  - (2) Boutique hotel
  - (3) Budget hotel
  - (4) Chain operations

73. What is a typical fiscal incentive offered to the hotel industry in India ?
- (1) Free room upgrades
  - (2) Ethical guidelines
  - (3) Tax breaks and subsidies
  - (4) Employee training programs
74. Which type of bedmaking involves tucking the top sheet and blanket under the mattress at the foot of the bed ?
- (1) European style
  - (2) American style
  - (3) Continental style
  - (4) Foot Fold, Hospital Corners
75. The Continental breakfast typically includes :
- (1) Bread, Fruit Juice, Tea, Coffee, and Jam, Butter
  - (2) A full-cooked meal including eggs, meat, and potatoes
  - (3) A variety of Indian breakfast dishes
  - (4) Pancakes and maple syrup
76. Which amongst the following is an Italian soup ?
- (1) Chicken Broth
  - (2) Potage Conde
  - (3) Minestrone
  - (4) Potage St. Germain
77. All items that are *not* normally found in a room but available on request :
- (1) Guest Loan items
  - (2) Guest Essentials
  - (3) Guest Expendables
  - (4) Guest Supplies



78. Dalma, Pakhala Bhata are specialty from the cuisine of :
- (1) Andhra Pradesh
  - (2) Tamil Nadu
  - (3) Kerala
  - (4) Odisha
79. Ghewar is a sweet dish from regional cuisine of :
- (1) Awadh
  - (2) Uttarakhand
  - (3) Bihar
  - (4) Rajasthan
80. Foldaway Beds with a slatted wood frame that folds into a double-hinged shape of three sections when used as a Sofa :
- (1) Z Bed
  - (2) Murphy Bed
  - (3) Rollaway Bed
  - (4) Zero Gravity Bed
81. .... traveled to several places in Asia in the seventh century. He recorded all of his travel experiences in his book name 'Journey to the West and India'.
- (1) Xuanzang (Huen Tsang)
  - (2) Marco Polo
  - (3) Al-Biruni
  - (4) Ibn Batuta
82. During which period did the people of Europe start moving out for learning based on cultural resources and educational reform ?
- (1) Early Medieval Period
  - (2) Renaissance
  - (3) Roman Era
  - (4) Industrial Revolution
83. Henry Ford introduced the famous automobile name Model T in :
- (1) 1845
  - (2) 1851
  - (3) 1908
  - (4) 1920
84. The new Mascot & fresh tagline of ITDC, a Public Sector Undertaking under the administrative control of the Ministry of Tourism is :
- (1) ADVIK
  - (2) ANANT
  - (3) ATULYA
  - (4) ADYANT

85. The Wright Brothers invented the first successful airplane on 17th I  
 ..... , which took a small flight at that time but a great leap for the future  
 (1) 1803 (2) 1903  
 (3) 2003 (4) 1923
86. What term describes a person who travels to a place and stays there for less  
 hours without an overnight stay ?  
 (1) Tourist (2) Excursionist  
 (3) Traveler (4) Visitor
87. Which type of tourism involves residents of a country traveling only within  
 country ?  
 (1) Inbound Tourism (2) Outbound Tourism  
 (3) Domestic Tourism (4) International Tourism
88. The 'Butler's Tourism Area Life Cycle (TALC)' model explains :  
 (1) The economic impact of tourism on a destination  
 (2) The stages of a tourist destination goes through  
 (3) The geographical spread of tourism  
 (4) The environmental effects of tourism
89. Doxey's Irridex Model is used to gauge :  
 (1) The profitability of tourism ventures  
 (2) The environmental sustainability of tourism  
 (3) Host community's reactions to tourists over time  
 (4) The life span of tourism businesses
90. Plog's model of tourism categorizes tourists into which of the following  
 types ?  
 (1) Introverts and Extroverts  
 (2) Allocentric, Mid-centric and Psychocentric  
 (3) Optimists and Pessimists  
 (4) High-risk and Low-risk

91. Which of the following is **not** a basic component of the tourism industry ?
- (1) Transport
  - (2) Accommodation
  - (3) Attraction, Facilities & Amenities
  - (4) Industrial manufacturing
92. What impact does seasonality have on the tourism industry ?
- (1) It ensures a steady flow of tourists year-round.
  - (2) It causes fluctuations in demand affecting tourism businesses.
  - (3) It reduces the economic benefits of tourism.
  - (4) It increases the social impact of tourism.
93. The United Nations World Tourism Organization (UNWTO) primarily focuses on :
- (1) Regulating international air travel.
  - (2) Promoting responsible, sustainable, and universally accessible tourism.
  - (3) Facilitating global economic policies.
  - (4) Standardizing hotel ratings worldwide.
94. Which of the following organizations is primarily concerned with the safety and security of international air transport ?
- |           |          |
|-----------|----------|
| (1) IATA  | (2) ICAO |
| (3) UFTAA | (4) WTTC |
95. From the listed below, what are the positive economic impacts of tourism ?
- (1) Decreased employment opportunities.
  - (2) Inflation
  - (3) Increased foreign exchange earnings.
  - (4) Resource depletion.

96. 'Cultural Impact' of tourism refers to :
- (1) The influence of tourism on the global economy.
  - (2) The effect of global politics on tourism.
  - (3) The changes in local customs, traditions, and lifestyle due to tourism.
  - (4) The development of new transport routes.
97. How many main time zones are there around the world ?
- (1) 12
  - (2) 24
  - (3) 34
  - (4) 36
98. Greenwich Mean Time (GMT) is based on the time at which location ?
- (1) The Equator
  - (2) The International Date Line
  - (3) The North Pole
  - (4) The Prime Meridian
99. What is 'Elapsed Time' in air travel ?
- (1) The time difference between two cities.
  - (2) The time taken for a layover.
  - (3) The time saved by flying over the International Date Line.
  - (4) The total time taken for a flight from departure to arrival terminal including all ground and in-air time.
100. Three letter IATA Code for Netaji Subhash Chandra Bose International Airport Kolkata is :
- (1) CCU
  - (2) COK
  - (3) KOL
  - (4) MAA



Answer keys of PHD-EE-2023-24 (TOURISM MANAGEMENT) entrance exam dated 22.03.2024

Q. NO.	A	B	C	D
51	3	3	2	3
52	4	3	3	4
53	3	3	4	2
54	4	3	3	3
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57	1	1	2	1
58	4	1	2	2
59	4	4	3	1
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61	3	4	1	3
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