

SET A

Tourism & Hospitality

1. The verse 'Atithi Devo Bhava' is taken from which of the following Upanishads ?
(A) Kathopanishad (B) Mandookyopanishad
(C) Kenopanishad (D) Taiteriyopanishad
2. In order from lowest to highest, what are Maslow's five classes of needs ?
(A) Social-esteem-physiological-safety-self-actualization
(B) Physiological-safety-social-self-actualization-esteem
(C) Physiological-safety-social-esteem-self-actualization
(D) Self-actualization-esteem-safety-social-physiological
3. Which is an incorrect statement about 'hop-on, hop-off' tours ?
(A) Some use double-deck buses
(B) They usually run once a day
(C) It's a way for sightseers to customize their trip
(D) They follow a route with predetermined stops
4. A well-written job description can be used for all of the following purposes EXCEPT :
(A) Evaluating job performance.
(B) Determining appropriate staffing levels.
(C) Defining the property's mission and goals.
(D) Aiding in the training and retraining of employees.

5. Identifying smaller groups within a target market and developing products and services to satisfy these groups is called :
- (A) franchising
 - (B) market segmentation
 - (C) demand marketing
 - (D) supply marketing
6. Which of the following are primarily designed to create and sustain brand loyalty ?
- (A) quality service initiatives
 - (B) frequent traveler programs
 - (C) amenity innovations
 - (D) internal marketing programs
7. Arrange the following organisations in sequence according to the year of establishment :
- (A) UNWTO , WTTC, IATA
 - (B) WTTC, UNWTO, IATA
 - (C) IATA, UNWTO, WTTC
 - (D) IATA, WTTC, UNWTO

8. When the United Nations Statistics Commission approves the international standards included in the Tourism Satellite Account (TSA) ?
- (A) 2000 (B) 1990
(C) 1972 (D) None of these
9. The first inclusive tour started in :
- (A) 1856 (B) 1978
(C) 1845 (D) None of these
10. Add-on price for additional days or optional services in a tour package is :
- (A) Tour option (B) Tour supplement
(C) Excursion tour (D) None of these
11. The feasibility of a research study should be considered in light of :
- (A) Cost and time required to conduct the study
(B) Skills required of the researcher
(C) Potential ethical concerns
(D) All of the above

- 12.** Hypotheses in qualitative research studies usually ____.
- (A) are very specific and stated prior to beginning the study
 - (B) are often generated as the data are collected, interpreted, and analyzed
 - (C) are never used
 - (D) are always stated after the research study has been completed
- 13.** VFR travel is the term used to refer to :
- (A) Very fair rates charged to regular clients or customers.
 - (B) Travel in order to visit friends or relatives.
 - (C) Variable fares offered for late-bookings to fill unsold seats.
 - (D) Venture or 'new experience' holidays/vacations.
- 14.** We can refer to tourism and travel as being an 'industry' because :
- (A) Products are produced, marketed and provided.
 - (B) Because tourism products have to be manufactured.
 - (C) All efforts are geared towards the provision of tangible benefits for customers.
 - (D) Production of tourism products must keep pace with demand.

15. For destination countries, receipts from international tourism count as :

- (A) Exports
- (B) Imports
- (C) Both imports and exports
- (D) None of the above

16. The balance of payments includes which of the following ?

- (A) A country's balance of trade
- (B) Foreign investments
- (C) Foreign aid
- (D) All of the above

17. Tourism is seen as an 'invisible' export because :

- (A) It brings foreign exchange to a country
- (B) It is a drain on the country's economy
- (C) It is a service and not an actual product
- (D) Tourism is a people industry

18. Which one of the following terms describes one of the impacts of tourist's spending money in a country ?
- (A) Gross National Spend
 - (B) Economic Multiplier Effect
 - (C) Net National Spend
 - (D) Gross National Product
19. Why would a graphic designer for an amusement park find the color image of the park on a computer screen to be different from the park's actual color ?
- (A) Software lacks the capability to depict true colors.
 - (B) The color wheel was not compared with the computer image.
 - (C) Color reproduction processes define different visible areas.
 - (D) Color rendition requires CAD-CAM capabilities
20. Colleen will vote next week on the new contract that her union has negotiated with airline management. Union and management are in the _____ stage of the collective-bargaining process.
- (A) Contract settlement
 - (B) Preparation and research
 - (C) Ratification of contract
 - (D) Tentative agreement

21. Identify the type of statistics researchers use when reporting demographic information such as gender, age, ethnicity, salary and level of education collected during a study :

- (A) Interpretative (B) Dichotomous
(C) Inferential (D) Descriptive

22. Which of the following is *true* statements about sampling ?

- I. Careful analysis of a given sample will indicate whether or not it is random.
- II. Sampling error implies an error, possibly very small but still an error, on the part of the surveyor.
- III. Data obtained while conducting a census are always more accurate than data obtained from a sample, no matter how careful the design of the sample.

- (A) I only
- (B) II only
- (C) III only
- (D) None of the above gives the complete set of true responses

23. Which of the following statements is/are *true* ?

- I. A sample survey is an example of an experimental study.
- II. An observational study requires fewer resources than an experiment.
- III. The best method for investigating causal relationships is an observational study.

- (A) I only
- (B) II only
- (C) I and II
- (D) None of these

24. Which of the following is *not* a common criticism of using personality tests in selection ?

- (A) There are no reliable instruments with which to assess personality
- (B) An individual's personality can vary with circumstances
- (C) Good performers in the same job may have different personalities
- (D) Candidates can fake the answers, so giving a misleading impression

25. You have been asked by your boss to plan a client event for the company. What is the first thing you need to consider ?

- (A) The budget for the event
- (B) Where will the clients be coming from ?
- (C) How many will be attending ?
- (D) What is the objective of the event ?

26. You are booking an escorted tour at a resort. What type of meal plan should you expect ?

(A) Modified American Plan

(B) European Plan

(C) Table d'hôte

(D) Full American Plan

27. The First Heritage Village of India is :

(A) Pragra

(B) Kurukshetra

(C) Jaipur

(D) None of these

28. ITDC was established in :

(A) 1965

(B) 1966

(C) 1978

(D) 1990

29. Which one is *not* used in Tourism Manpower Planning ?

(A) Delphi techniques

(B) Work-study technique

(C) Input and output technique

(D) None of the above

30. The geocentric approach is associated with :
- (A) Tourism manpower planning
 - (B) Tourism job analysis
 - (C) Tourism recruitment and selection
 - (D) None of the above
31. A business organisation that sells travel product(s)\ service(s) such as hotel room or airline seat without assembling them into a tour package is known as :
- (A) travel whole seller
 - (B) tour operator
 - (C) tour consolidator
 - (D) All of the above
32. The issue related to 'traditional knowledge societies and their livelihood' is taken up in the National Mission for..... .
- (A) Sustaining the Himalayan Eco-system
 - (B) Sustainable Habitat
 - (C) A Green India
 - (D) Enhanced energy efficiency

33. Which of the following represents the ontological orientation of tourism qualitative research strategies ?
- (A) Positivism (B) Deductive
(C) Constructionism (D) Objectivism
34. With which religion Shravan Belgola is associated ?
- (A) Hinduism (B) Buddhism
(C) Jainism (D) None of these
35. Which one of the following place is *not* associated with four dhams of Hindus ?
- (A) Badrinath (B) Ayodhya
(C) Rameshwaram (D) Dawaraka
36. TERN was established in 2006 and managed by UNWTO for Risk and crisis management. What is TERN ?
- (A) Tourism Emergency Response Network
(B) Tourism Emergency Regulation Network
(C) Tourism Emergency Response Netlog
(D) Tourism Emergency Regulation Netlog

37. In an airline itinerary, the destination point used to determine the round trip fare or maximum permitted mileage :
- (A) Turn around point
 - (B) Railing
 - (C) Connecting point
 - (D) Embarkation point
38. During which plan period 'Tourism' was awarded the status of an Industry ?
- (A) 5th Five Year Plan
 - (B) 6th Five Year Plan
 - (C) 7th Five Year Plan
 - (D) 8th Five Year Plan
39. As per Indian tradition -The concept of hospitality includes the following :
- (A) Welcome (Swagat), Information (Suchana)
 - (B) Facilitation (Suvidha), Safety (Suraksha)
 - (C) Cooperation (Sahyog), Infrastructure development (Samrachana)
 - (D) All of the above

40. 'ASDL' (Assymmetric Digital Subscriber Lines) will enable the :

- (A) e-Commerce without communication
- (B) Resort accommodations, security scanning, passport controls much easier
- (C) e-Commerce in real time with interaction there by avoiding the need for travelling
- (D) Provide information about destination facilities, infrastructure and transport options.

41. The gap in the 'National Tourism Policy' can be minimized if :

- I. Evaluation of shortcomings of past policies is carried out.
- II. Feasibility study with focus on positive and negative impacts of policy implementations.
- III. Centralized and controlled approaches are eliminated.
- IV. Views of Political Leaders are considered for implementation.

- (A) I, II and III are correct
- (B) I and II are correct
- (C) II and III are correct
- (D) I and III are correct

42. The Ministry of Tourism, (GOI) has adopted the definition of 'tourism' from the :
- (A) United Nations World Tourism Organisation
 - (B) World Tourism and Travel Councils
 - (C) United Nations Statistical Commission
 - (D) Pacific Area Travel Associations
43. Identify the sequence of the four Indian hotel chains according to the year of their establishment.
- I. Lemon tree group of hotels
 - II. Oberoi group of hotels
 - III. Welcome group hotels
 - IV. Taj group hotels
- (A) III, II, IV, I
 - (B) II, III, I, IV
 - (C) IV, II, III, I
 - (D) I, III, II, IV
44. Which one of the following pairs is *correctly* matched ?
- (A) Asia's largest inland salt water lagoon – The Chilika Lake
 - (B) Nehru Trophy Boat Race is held at – Goa
 - (C) Udaipur is known as – the Paris of the East
 - (D) The biggest statue of Thiruvalluvar is at – Marina Beach

45. Assertion (A) : 'The Surajkund Craft and tradition Fair' has now become a "must see" on the tour itinerary of every tourist.

Reason (R) : It plays host to the biggest Craft and tradition fair in Asia.

Codes :

(A) Both (A) and (R) are correct; (R) is the correct explanation.

(B) Both (A) and (R) are true, but (R) is not the correct explanation.

(C) (A) is correct, but (R) is false.

(D) (R) is correct, but (A) is false.

46. Arrange the following trains in the order in which they were started :

I. The Deccan Odyssey

II. Royal Rajasthan

III. Palace on Wheels

IV. The Nilgiri Express

Codes :

(A) I, II, III and IV

(B) IV, III, II and I

(C) IV, III, I and II

(D) IV, II, III and I

47. In the context of 'Theme Park' Excitement will be referred to as :
- (A) Core product (B) Tangible product
(C) Augmented product (D) Facilitating product
48. Using tourist data from each country to aggregate total tourist demand is a method popularly known as :
- (A) Break down approach
(B) Form up approach
(C) Integrative approach
(D) Selective approach
49. According to Getz and Hall, which one of the following is *not* a part of the Five approaches of tourism planning at the destination level ?
- (A) Boosterism
(B) An economic, industry-oriented approach
(C) A cultural approach
(D) A sustainable approach
50. The archaeological site – Nagarjunkonda is located on the bank of which river ?
- (A) Godavari (B) Krishna
(C) Kaveri (D) Vaigai

SET B

Tourism & Hospitality

1. Hypotheses in qualitative research studies usually _____.
 - (A) are very specific and stated prior to beginning the study
 - (B) are often generated as the data are collected, interpreted, and analyzed
 - (C) are never used
 - (D) are always stated after the research study has been completed

2. VFR travel is the term used to refer to :
 - (A) Very fair rates charged to regular clients or customers.
 - (B) Travel in order to visit friends or relatives.
 - (C) Variable fares offered for late-bookings to fill unsold seats.
 - (D) Venture or 'new experience' holidays/vacations.

3. We can refer to tourism and travel as being an 'industry' because :
 - (A) Products are produced, marketed and provided.
 - (B) Because tourism products have to be manufactured.
 - (C) All efforts are geared towards the provision of tangible benefits for customers.
 - (D) Production of tourism products must keep pace with demand.

4. For destination countries, receipts from international tourism count as :

- (A) Exports
- (B) Imports
- (C) Both imports and exports
- (D) None of the above

5. The balance of payments includes which of the following ?

- (A) A country's balance of trade
- (B) Foreign investments
- (C) Foreign aid
- (D) All of the above

6. Tourism is seen as an 'invisible' export because :

- (A) It brings foreign exchange to a country
- (B) It is a drain on the country's economy
- (C) It is a service and not an actual product
- (D) Tourism is a people industry

7. Which one of the following terms describes one of the impacts of tourist's spending money in a country ?
- (A) Gross National Spend
 - (B) Economic Multiplier Effect
 - (C) Net National Spend
 - (D) Gross National Product
8. Why would a graphic designer for an amusement park find the color image of the park on a computer screen to be different from the park's actual color ?
- (A) Software lacks the capability to depict true colors.
 - (B) The color wheel was not compared with the computer image.
 - (C) Color reproduction processes define different visible areas.
 - (D) Color rendition requires CAD-CAM capabilities
9. Colleen will vote next week on the new contract that her union has negotiated with airline management. Union and management are in the _____ stage of the collective-bargaining process.
- (A) Contract settlement
 - (B) Preparation and research
 - (C) Ratification of contract
 - (D) Tentative agreement

10. Identify the type of statistics researchers use when reporting demographic information such as gender, age, ethnicity, salary and level of education collected during a study :

- (A) Interpretative (B) Dichotomous
(C) Inferential (D) Descriptive

11. Which of the following is *true* statements about sampling ?

- I. Careful analysis of a given sample will indicate whether or not it is random.
- II. Sampling error implies an error, possibly very small but still an error, on the part of the surveyor.
- III. Data obtained while conducting a census are always more accurate than data obtained from a sample, no matter how careful the design of the sample.

- (A) I only
- (B) II only
- (C) III only
- (D) None of the above gives the complete set of true responses

12. Which of the following statements is/are *true* ?

- I. A sample survey is an example of an experimental study.
- II. An observational study requires fewer resources than an experiment.
- III. The best method for investigating causal relationships is an observational study.

- (A) I only
- (B) II only
- (C) I and II
- (D) None of these

13. Which of the following is *not* a common criticism of using personality tests in selection ?

- (A) There are no reliable instruments with which to assess personality
- (B) An individual's personality can vary with circumstances
- (C) Good performers in the same job may have different personalities
- (D) Candidates can fake the answers, so giving a misleading impression

14. You have been asked by your boss to plan a client event for the company. What is the first thing you need to consider ?

- (A) The budget for the event
- (B) Where will the clients be coming from ?
- (C) How many will be attending ?
- (D) What is the objective of the event ?

15. You are booking an escorted tour at a resort. What type of meal plan should you expect ?
- (A) Modified American Plan
 - (B) European Plan
 - (C) Table d'hôte
 - (D) Full American Plan
16. The First Heritage Village of India is :
- (A) Pragra
 - (B) Kurukshetra
 - (C) Jaipur
 - (D) None of these
17. ITDC was established in :
- (A) 1965
 - (B) 1966
 - (C) 1978
 - (D) 1990
18. Which one is *not* used in Tourism Manpower Planning ?
- (A) Delphi techniques
 - (B) Work-study technique
 - (C) Input and output technique
 - (D) None of the above

19. The geocentric approach is associated with :
- (A) Tourism manpower planning
 - (B) Tourism job analysis
 - (C) Tourism recruitment and selection
 - (D) None of the above
20. A business organisation that sells travel product(s)\ service(s) such as hotel room or airline seat without assembling them into a tour package is known as :
- (A) travel whole seller
 - (B) tour operator
 - (C) tour consolidator
 - (D) All of the above
21. The issue related to 'traditional knowledge societies and their livelihood' is taken up in the National Mission for..... .
- (A) Sustaining the Himalayan Eco-system
 - (B) Sustainable Habitat
 - (C) A Green India
 - (D) Enhanced energy efficiency

22. Which of the following represents the ontological orientation of tourism qualitative research strategies ?
- (A) Positivism (B) Deductive
- (C) Constructionism (D) Objectivism
23. With which religion Shravan Belgola is associated ?
- (A) Hinduism (B) Buddhism
- (C) Jainism (D) None of these
24. Which one of the following place is *not* associated with four dhams of Hindus ?
- (A) Badrinath (B) Ayodhya
- (C) Rameshwaram (D) Dawaraka
25. TERN was established in 2006 and managed by UNWTO for Risk and crisis management. What is TERN ?
- (A) Tourism Emergency Response Network
- (B) Tourism Emergency Regulation Network
- (C) Tourism Emergency Response Netlog
- (D) Tourism Emergency Regulation Netlog

26. In an airline itinerary, the destination point used to determine the round trip fare or maximum permitted mileage :
- (A) Turn around point
 - (B) Railing
 - (C) Connecting point
 - (D) Embarkation point
27. During which plan period 'Tourism' was awarded the status of an Industry ?
- (A) 5th Five Year Plan
 - (B) 6th Five Year Plan
 - (C) 7th Five Year Plan
 - (D) 8th Five Year Plan
28. As per Indian tradition -The concept of hospitality includes the following :
- (A) Welcome (Swagat), Information (Suchana)
 - (B) Facilitation (Suvidha), Safety (Suraksha)
 - (C) Cooperation (Sahyog), Infrastructure development (Samrachana)
 - (D) All of the above

29. 'ASDL' (Assymmetric Digital Subscriber Lines) will enable the :

- (A) e-Commerce without communication
- (B) Resort accommodations, security scanning, passport controls much easier
- (C) e-Commerce in real time with interaction there by avoiding the need for travelling
- (D) Provide information about destination facilities, infrastructure and transport options.

30. The gap in the 'National Tourism Policy' can be minimized if :

- I. Evaluation of shortcomings of past policies is carried out.
- II. Feasibility study with focus on positive and negative impacts of policy implementations.
- III. Centralized and controlled approaches are eliminated.
- IV. Views of Political Leaders are considered for implementation.

- (A) I, II and III are correct
- (B) I and II are correct
- (C) II and III are correct
- (D) I and III are correct

31. The Ministry of Tourism, (GOI) has adopted the definition of 'tourism' from the :
- (A) United Nations World Tourism Organisation
 - (B) World Tourism and Travel Councils
 - (C) United Nations Statistical Commission
 - (D) Pacific Area Travel Associations
32. Identify the sequence of the four Indian hotel chains according to the year of their establishment.
- I. Lemon tree group of hotels
 - II. Oberoi group of hotels
 - III. Welcome group hotels
 - IV. Taj group hotels
- (A) III, II, IV, I
 - (B) II, III, I, IV
 - (C) IV, II, III, I
 - (D) I, III, II, IV
33. Which one of the following pairs is *correctly* matched ?
- (A) Asia's largest inland salt water lagoon – The Chilika Lake
 - (B) Nehru Trophy Boat Race is held at – Goa
 - (C) Udaipur is known as – the Paris of the East
 - (D) The biggest statue of Thiruvalluvar is at – Marina Beach

34. Assertion (A) : 'The Surajkund Craft and tradition Fair' has now become a "must see" on the tour itinerary of every tourist.

Reason (R) : It plays host to the biggest Craft and tradition fair in Asia.

Codes :

(A) Both (A) and (R) are correct; (R) is the correct explanation.

(B) Both (A) and (R) are true, but (R) is not the correct explanation.

(C) (A) is correct, but (R) is false.

(D) (R) is correct, but (A) is false.

35. Arrange the following trains in the order in which they were started :

I. The Deccan Odyssey

II. Royal Rajasthan

III. Palace on Wheels

IV. The Nilgiri Express

Codes :

(A) I, II, III and IV

(B) IV, III, II and I

(C) IV, III, I and II

(D) IV, II, III and I

36. In the context of 'Theme Park' Excitement will be referred to as :
- (A) Core product (B) Tangible product
(C) Augmented product (D) Facilitating product
37. Using tourist data from each country to aggregate total tourist demand is a method popularly known as :
- (A) Break down approach
(B) Form up approach
(C) Integrative approach
(D) Selective approach
38. According to Getz and Hall, which one of the following is *not* a part of the Five approaches of tourism planning at the destination level ?
- (A) Boosterism
(B) An economic, industry-oriented approach
(C) A cultural approach
(D) A sustainable approach
39. The archaeological site – Nagarjunkonda is located on the bank of which river ?
- (A) Godavari (B) Krishna
(C) Kaveri (D) Vaigai

- 40.** The verse 'Atithi Devo Bhava' is taken from which of the following Upanishads ?
- (A) Kathopanishad (B) Mandookyopanishad
(C) Kenopanishad (D) Taiteriyopanishad
- 41.** In order from lowest to highest, what are Maslow's five classes of needs ?
- (A) Social-esteem-physiological-safety-self-actualization
(B) Physiological-safety-social-self-actualization-esteem
(C) Physiological-safety-social-esteem-self-actualization
(D) Self-actualization-esteem-safety-social-physiological
- 42.** Which is an incorrect statement about 'hop-on, hop-off' tours ?
- (A) Some use double-deck buses
(B) They usually run once a day
(C) It's a way for sightseers to customize their tip
(D) They follow a route with predetermined stops
- 43.** A well-written job description can be used for all of the following purposes EXCEPT :
- (A) Evaluating job performance.
(B) Determining appropriate staffing levels.
(C) Defining the property's mission and goals.
(D) Aiding in the training and retraining of employees.

- 44.** Identifying smaller groups within a target market and developing products and services to satisfy these groups is called :
- (A) franchising
 - (B) market segmentation
 - (C) demand marketing
 - (D) supply marketing
- 45.** Which of the following are primarily designed to create and sustain brand loyalty ?
- (A) quality service initiatives
 - (B) frequent traveler programs
 - (C) amenity innovations
 - (D) internal marketing programs
- 46.** Arrange the following organisations in sequence according to the year of establishment :
- (A) UNWTO , WTTC, IATA
 - (B) WTTC, UNWTO, IATA
 - (C) IATA, UNWTO, WTTC
 - (D) IATA, WTTC, UNWTO

- 47.** When the United Nations Statistics Commission approves the international standards included in the Tourism Satellite Account (TSA) ?
- (A) 2000 (B) 1990
(C) 1972 (D) None of these
- 48.** The first inclusive tour started in :
- (A) 1856 (B) 1978
(C) 1845 (D) None of these
- 49.** Add-on price for additional days or optional services in a tour package is :
- (A) Tour option (B) Tour supplement
(C) Excursion tour (D) None of these
- 50.** The feasibility of a research study should be considered in light of :
- (A) Cost and time required to conduct the study
(B) Skills required of the researcher
(C) Potential ethical concerns
(D) All of the above

Tourism & Hospitality

1. You are booking an escorted tour at a resort. What type of meal plan should you expect ?

(A) Modified American Plan

(B) European Plan

(C) Table d'hôte

(D) Full American Plan

2. The First Heritage Village of India is :

(A) Pragpur (B) Kurukshetra

(C) Jaipur (D) None of these

3. ITDC was established in :

(A) 1965 (B) 1966

(C) 1978 (D) 1990

4. Which one is *not* used in Tourism Manpower Planning ?

(A) Delphi techniques

(B) Work-study technique

(C) Input and output technique

(D) None of the above

5. The geocentric approach is associated with :
- (A) Tourism manpower planning
 - (B) Tourism job analysis
 - (C) Tourism recruitment and selection
 - (D) None of the above
6. A business organisation that sells travel product(s)\ service(s) such as hotel room or airline seat without assembling them into a tour package is known as :
- (A) travel whole seller
 - (B) tour operator
 - (C) tour consolidator
 - (D) All of the above
7. The issue related to 'traditional knowledge societies and their livelihood' is taken up in the National Mission for..... .
- (A) Sustaining the Himalayan Eco-system
 - (B) Sustainable Habitat
 - (C) A Green India
 - (D) Enhanced energy efficiency

8. Which of the following represents the ontological orientation of tourism qualitative research strategies ?
- (A) Positivism (B) Deductive
(C) Constructionism (D) Objectivism
9. With which religion Shravan Belgola is associated ?
- (A) Hinduism (B) Buddhism
(C) Jainism (D) None of these
10. Which one of the following place is *not* associated with four dhams of Hindus ?
- (A) Badrinath (B) Ayodhya
(C) Rameshwaram (D) Dawaraka
11. TERN was established in 2006 and managed by UNWTO for Risk and crisis management. What is TERN ?
- (A) Tourism Emergency Response Network
(B) Tourism Emergency Regulation Network
(C) Tourism Emergency Response Netlog
(D) Tourism Emergency Regulation Netlog

- 12.** In an airline itinerary, the destination point used to determine the round trip fare or maximum permitted mileage :
- (A) Turn around point
 - (B) Railing
 - (C) Connecting point
 - (D) Embarkation point
- 13.** During which plan period 'Tourism' was awarded the status of an Industry ?
- (A) 5th Five Year Plan
 - (B) 6th Five Year Plan
 - (C) 7th Five Year Plan
 - (D) 8th Five Year Plan
- 14.** As per Indian tradition -The concept of hospitality includes the following :
- (A) Welcome (Swagat), Information (Suchana)
 - (B) Facilitation (Suvidha), Safety (Suraksha)
 - (C) Cooperation (Sahyog), Infrastructure development (Samrachana)
 - (D) All of the above

15. 'ASDL' (Assymmetric Digital Subscriber Lines) will enable the :

- (A) e-Commerce without communication
- (B) Resort accommodations, security scanning, passport controls much easier
- (C) e-Commerce in real time with interaction there by avoiding the need for travelling
- (D) Provide information about destination facilities, infrastructure and transport options.

16. The gap in the 'National Tourism Policy' can be minimized if :

- I. Evaluation of shortcomings of past policies is carried out.
- II. Feasibility study with focus on positive and negative impacts of policy implementations.
- III. Centralized and controlled approaches are eliminated.
- IV. Views of Political Leaders are considered for implementation.

- (A) I, II and III are correct
- (B) I and II are correct
- (C) II and III are correct
- (D) I and III are correct

17. The Ministry of Tourism, (GOI) has adopted the definition of 'tourism' from the :
- (A) United Nations World Tourism Organisation
 - (B) World Tourism and Travel Councils
 - (C) United Nations Statistical Commission
 - (D) Pacific Area Travel Associations
18. Identify the sequence of the four Indian hotel chains according to the year of their establishment.
- I. Lemon tree group of hotels
 - II. Oberoi group of hotels
 - III. Welcome group hotels
 - IV. Taj group hotels
- (A) III, II, IV, I
 - (B) II, III, I, IV
 - (C) IV, II, III, I
 - (D) I, III, II, IV
19. Which one of the following pairs is *correctly* matched ?
- (A) Asia's largest inland salt water lagoon – The Chilika Lake
 - (B) Nehru Trophy Boat Race is held at – Goa
 - (C) Udaipur is known as – the Paris of the East
 - (D) The biggest statue of Thiruvalluvar is at – Marina Beach

20. Assertion (A) : 'The Surajkund Craft and tradition Fair' has now become a "must see" on the tour itinerary of every tourist.

Reason (R) : It plays host to the biggest Craft and tradition fair in Asia.

Codes :

(A) Both (A) and (R) are correct; (R) is the correct explanation.

(B) Both (A) and (R) are true, but (R) is not the correct explanation.

(C) (A) is correct, but (R) is false.

(D) (R) is correct, but (A) is false.

21. Arrange the following trains in the order in which they were started :

I. The Deccan Odyssey

II. Royal Rajasthan

III. Palace on Wheels

IV. The Nilgiri Express

Codes :

(A) I, II, III and IV

(B) IV, III, II and I

(C) IV, III, I and II

(D) IV, II, III and I

22. In the context of 'Theme Park' Excitement will be referred to as :
- (A) Core product (B) Tangible product
- (C) Augmented product (D) Facilitating product
23. Using tourist data from each country to aggregate total tourist demand is a method popularly known as :
- (A) Break down approach
- (B) Form up approach
- (C) Integrative approach
- (D) Selective approach
24. According to Getz and Hall, which one of the following is *not* a part of the Five approaches of tourism planning at the destination level ?
- (A) Boosterism
- (B) An economic, industry-oriented approach
- (C) A cultural approach
- (D) A sustainable approach
25. The archaeological site – Nagarjunkonda is located on the bank of which river ?
- (A) Godavari (B) Krishna
- (C) Kaveri (D) Vaigai

26. The verse 'Atithi Devo Bhava' is taken from which of the following Upanishads ?

- (A) Kathopanishad
- (B) Mandookyopanishad
- (C) Kenopanishad
- (D) Taiteriyopanishad

27. In order from lowest to highest, what are Maslow's five classes of needs ?

- (A) Social-esteem-physiological-safety-self-actualization
- (B) Physiological-safety-social-self-actualization-esteem
- (C) Physiological-safety-social-esteem-self-actualization
- (D) Self-actualization-esteem-safety-social-physiological

28. Which is an incorrect statement about 'hop-on, hop-off' tours ?

- (A) Some use double-deck buses
- (B) They usually run once a day
- (C) It's a way for sightseers to customize their tip
- (D) They follow a route with predetermined stops

29. A well-written job description can be used for all of the following purposes EXCEPT :

- (A) Evaluating job performance.
- (B) Determining appropriate staffing levels.
- (C) Defining the property's mission and goals.
- (D) Aiding in the training and retraining of employees.

- 30.** Identifying smaller groups within a target market and developing products and services to satisfy these groups is called :
- (A) franchising
 - (B) market segmentation
 - (C) demand marketing
 - (D) supply marketing
- 31.** Which of the following are primarily designed to create and sustain brand loyalty ?
- (A) quality service initiatives
 - (B) frequent traveler programs
 - (C) amenity innovations
 - (D) internal marketing programs
- 32.** Arrange the following organisations in sequence according to the year of establishment :
- (A) UNWTO , WTTC, IATA
 - (B) WTTC, UNWTO, IATA
 - (C) IATA, UNWTO, WTTC
 - (D) IATA, WTTC, UNWTO

33. When the United Nations Statistics Commission approves the international standards included in the Tourism Satellite Account (TSA) ?
- (A) 2000 (B) 1990
(C) 1972 (D) None of these
34. The first inclusive tour started in :
- (A) 1856 (B) 1978
(C) 1845 (D) None of these
35. Add-on price for additional days or optional services in a tour package is :
- (A) Tour option (B) Tour supplement
(C) Excursion tour (D) None of these
36. The feasibility of a research study should be considered in light of :
- (A) Cost and time required to conduct the study
(B) Skills required of the researcher
(C) Potential ethical concerns
(D) All of the above

37. Hypotheses in qualitative research studies usually ____.
- (A) are very specific and stated prior to beginning the study
 - (B) are often generated as the data are collected, interpreted, and analyzed
 - (C) are never used
 - (D) are always stated after the research study has been completed
38. VFR travel is the term used to refer to :
- (A) Very fair rates charged to regular clients or customers.
 - (B) Travel in order to visit friends or relatives.
 - (C) Variable fares offered for late-bookings to fill unsold seats.
 - (D) Venture or 'new experience' holidays/vacations.
39. We can refer to tourism and travel as being an 'industry' because :
- (A) Products are produced, marketed and provided.
 - (B) Because tourism products have to be manufactured.
 - (C) All efforts are geared towards the provision of tangible benefits for customers.
 - (D) Production of tourism products must keep pace with demand.

40. For destination countries, receipts from international tourism count as :

- (A) Exports
- (B) Imports
- (C) Both imports and exports
- (D) None of the above

41. The balance of payments includes which of the following ?

- (A) A country's balance of trade
- (B) Foreign investments
- (C) Foreign aid
- (D) All of the above

42. Tourism is seen as an 'invisible' export because :

- (A) It brings foreign exchange to a country
- (B) It is a drain on the country's economy
- (C) It is a service and not an actual product
- (D) Tourism is a people industry

43. Which one of the following terms describes one of the impacts of tourist's spending money in a country ?
- (A) Gross National Spend
 - (B) Economic Multiplier Effect
 - (C) Net National Spend
 - (D) Gross National Product
44. Why would a graphic designer for an amusement park find the color image of the park on a computer screen to be different from the park's actual color ?
- (A) Software lacks the capability to depict true colors.
 - (B) The color wheel was not compared with the computer image.
 - (C) Color reproduction processes define different visible areas.
 - (D) Color rendition requires CAD-CAM capabilities
45. Colleen will vote next week on the new contract that her union has negotiated with airline management. Union and management are in the _____ stage of the collective-bargaining process.
- (A) Contract settlement
 - (B) Preparation and research
 - (C) Ratification of contract
 - (D) Tentative agreement

46. Identify the type of statistics researchers use when reporting demographic information such as gender, age, ethnicity, salary and level of education collected during a study :

- (A) Interpretative (B) Dichotomous
(C) Inferential (D) Descriptive

47. Which of the following is *true* statements about sampling ?

- I. Careful analysis of a given sample will indicate whether or not it is random.
- II. Sampling error implies an error, possibly very small but still an error, on the part of the surveyor.
- III. Data obtained while conducting a census are always more accurate than data obtained from a sample, no matter how careful the design of the sample.

- (A) I only
- (B) II only
- (C) III only
- (D) None of the above gives the complete set of true responses

48. Which of the following statements is/are *true* ?

- I. A sample survey is an example of an experimental study.
- II. An observational study requires fewer resources than an experiment.
- III. The best method for investigating causal relationships is an observational study.

- (A) I only (B) II only
- (C) I and II (D) None of these

49. Which of the following is *not* a common criticism of using personality tests in selection ?

- (A) There are no reliable instruments with which to assess personality
- (B) An individual's personality can vary with circumstances
- (C) Good performers in the same job may have different personalities
- (D) Candidates can fake the answers, so giving a misleading impression

50. You have been asked by your boss to plan a client event for the company. What is the first thing you need to consider ?

- (A) The budget for the event
- (B) Where will the clients be coming from ?
- (C) How many will be attending ?
- (D) What is the objective of the event ?

SET D

Tourism & Hospitality

1. 'ASDL' (Assymetric Digital Subscriber Lines) will enable the :
 - (A) c-Commerce without communication
 - (B) Resort accommodations, security scanning, passport controls much easier
 - (C) e-Commerce in real time with interaction there by avoiding the need for travelling
 - (D) Provide information about destination facilities, infrastructure and transport options.

2. The gap in the 'National Tourism Policy' can be minimized if :
 - I. Evaluation of shortcomings of past policies is carried out.
 - II. Feasibility study with focus on positive and negative impacts of policy implementations.
 - III. Centralized and controlled approaches are eliminated.
 - IV. Views of Political Leaders are considered for implementation.
 - (A) I, II and III are correct
 - (B) I and II are correct
 - (C) II and III are correct
 - (D) I and III are correct

3. The Ministry of Tourism, (GOI) has adopted the definition of 'tourism' from the :
- (A) United Nations World Tourism Organisation
 - (B) World Tourism and Travel Councils
 - (C) United Nations Statistical Commission
 - (D) Pacific Area Travel Associations
4. Identify the sequence of the four Indian hotel chains according to the year of their establishment.
- I. Lemon tree group of hotels
 - II. Oberoi group of hotels
 - III. Welcome group hotels
 - IV. Taj group hotels
- (A) III, II, IV, I
 - (B) II, III, I, IV
 - (C) IV, II, III, I
 - (D) I, III, II, IV
5. Which one of the following pairs is *correctly* matched ?
- (A) Asia's largest inland salt water lagoon – The Chilika Lake
 - (B) Nehru Trophy Boat Race is held at – Goa
 - (C) Udaipur is known as – the Paris of the East
 - (D) The biggest statue of Thiruvalluvar is at – Marina Beach

6. **Assertion (A)** : ‘The Surajkund Craft and tradition Fair’ has now become a “must see” on the tour itinerary of every tourist.

Reason (R) : It plays host to the biggest Craft and tradition fair in Asia.

Codes :

- (A) Both (A) and (R) are correct; (R) is the correct explanation.
- (B) Both (A) and (R) are true, but (R) is not the correct explanation.
- (C) (A) is correct, but (R) is false.
- (D) (R) is correct, but (A) is false.
7. Arrange the following trains in the order in which they were started :

- I. The Deccan Odyssey
- II. Royal Rajasthan
- III. Palace on Wheels
- IV. The Nilgiri Express

Codes :

- (A) I, II, III and IV
- (B) IV, III, II and I
- (C) IV, III, I and II
- (D) IV, II, III and I

12. The verse 'Atithi Devo Bhava' is taken from which of the following Upanishads ?

- (A) Kathopanishad
- (B) Mandookyopanishad
- (C) Kenopanishad
- (D) Taiteriyopanishad

13. In order from lowest to highest, what are Maslow's five classes of needs ?

- (A) Social-esteem-physiological-safety-self-actualization
- (B) Physiological-safety-social-self-actualization-esteem
- (C) Physiological-safety-social-esteem-self-actualization
- (D) Self-actualization-esteem-safety-social-physiological

14. Which is an incorrect statement about 'hop-on, hop-off' tours ?

- (A) Some use double-deck buses
- (B) They usually run once a day
- (C) It's a way for sightseers to customize their tip
- (D) They follow a route with predetermined stops

15. A well-written job description can be used for all of the following purposes

EXCEPT :

- (A) Evaluating job performance.
- (B) Determining appropriate staffing levels.
- (C) Defining the property's mission and goals.
- (D) Aiding in the training and retraining of employees.

- 16.** Identifying smaller groups within a target market and developing products and services to satisfy these groups is called :
- (A) franchising
 - (B) market segmentation
 - (C) demand marketing
 - (D) supply marketing
- 17.** Which of the following are primarily designed to create and sustain brand loyalty ?
- (A) quality service initiatives
 - (B) frequent traveler programs
 - (C) amenity innovations
 - (D) internal marketing programs
- 18.** Arrange the following organisations in sequence according to the year of establishment :
- (A) UNWTO , WTTC, IATA
 - (B) WTTC, UNWTO, IATA
 - (C) IATA, UNWTO, WTTC
 - (D) IATA, WTTC, UNWTO

19. When the United Nations Statistics Commission approves the international standards included in the Tourism Satellite Account (TSA) ?

- (A) 2000
- (B) 1990
- (C) 1972
- (D) None of these

20. The first inclusive tour started in :

- (A) 1856
- (B) 1978
- (C) 1845
- (D) None of these

21. Add-on price for additional days or optional services in a tour package is :

- (A) Tour option
- (B) Tour supplement
- (C) Excursion tour
- (D) None of these

22. The feasibility of a research study should be considered in light of :

- (A) Cost and time required to conduct the study
- (B) Skills required of the researcher
- (C) Potential ethical concerns
- (D) All of the above

- 23.** Hypotheses in qualitative research studies usually ____.
- (A) are very specific and stated prior to beginning the study
 - (B) are often generated as the data are collected, interpreted, and analyzed
 - (C) are never used
 - (D) are always stated after the research study has been completed
- 24.** VFR travel is the term used to refer to :
- (A) Very fair rates charged to regular clients or customers.
 - (B) Travel in order to visit friends or relatives.
 - (C) Variable fares offered for late-bookings to fill unsold seats.
 - (D) Venture or 'new experience' holidays/vacations.
- 25.** We can refer to tourism and travel as being an 'industry' because :
- (A) Products are produced, marketed and provided.
 - (B) Because tourism products have to be manufactured.
 - (C) All efforts are geared towards the provision of tangible benefits for customers.
 - (D) Production of tourism products must keep pace with demand.

26. For destination countries, receipts from international tourism count as :

- (A) Exports
- (B) Imports
- (C) Both imports and exports
- (D) None of the above

27. The balance of payments includes which of the following ?

- (A) A country's balance of trade
- (B) Foreign investments
- (C) Foreign aid
- (D) All of the above

28. Tourism is seen as an 'invisible' export because :

- (A) It brings foreign exchange to a country
- (B) It is a drain on the country's economy
- (C) It is a service and not an actual product
- (D) Tourism is a people industry

29. Which one of the following terms describes one of the impacts of tourist's spending money in a country ?
- (A) Gross National Spend
 - (B) Economic Multiplier Effect
 - (C) Net National Spend
 - (D) Gross National Product
30. Why would a graphic designer for an amusement park find the color image of the park on a computer screen to be different from the park's actual color ?
- (A) Software lacks the capability to depict true colors.
 - (B) The color wheel was not compared with the computer image.
 - (C) Color reproduction processes define different visible areas.
 - (D) Color rendition requires CAD-CAM capabilities
31. Colleen will vote next week on the new contract that her union has negotiated with airline management. Union and management are in the _____ stage of the collective-bargaining process.
- (A) Contract settlement
 - (B) Preparation and research
 - (C) Ratification of contract
 - (D) Tentative agreement

32. Identify the type of statistics researchers use when reporting demographic information such as gender, age, ethnicity, salary and level of education collected during a study :

- (A) Interpretative (B) Dichotomous
(C) Inferential (D) Descriptive

33. Which of the following is *true* statements about sampling ?

- I. Careful analysis of a given sample will indicate whether or not it is random.
- II. Sampling error implies an error, possibly very small but still an error, on the part of the surveyor.
- III. Data obtained while conducting a census are always more accurate than data obtained from a sample, no matter how careful the design of the sample.

- (A) I only
- (B) II only
- (C) III only
- (D) None of the above gives the complete set of true responses

34. Which of the following statements is/are *true* ?

- I. A sample survey is an example of an experimental study.
- II. An observational study requires fewer resources than an experiment.
- III. The best method for investigating causal relationships is an observational study.

- (A) I only
- (B) II only
- (C) I and II
- (D) None of these

35. Which of the following is *not* a common criticism of using personality tests in selection ?

- (A) There are no reliable instruments with which to assess personality
- (B) An individual's personality can vary with circumstances
- (C) Good performers in the same job may have different personalities
- (D) Candidates can fake the answers, so giving a misleading impression

36. You have been asked by your boss to plan a client event for the company. What is the first thing you need to consider ?

- (A) The budget for the event
- (B) Where will the clients be coming from ?
- (C) How many will be attending ?
- (D) What is the objective of the event ?

37. You are booking an escorted tour at a resort. What type of meal plan should you expect ?
- (A) Modified American Plan
 - (B) European Plan
 - (C) Table d'hôte
 - (D) Full American Plan
38. The First Heritage Village of India is :
- (A) Pragra
 - (B) Kurukshetra
 - (C) Jaipur
 - (D) None of these
39. ITDC was established in :
- (A) 1965
 - (B) 1966
 - (C) 1978
 - (D) 1990
40. Which one is *not* used in Tourism Manpower Planning ?
- (A) Delphi techniques
 - (B) Work-study technique
 - (C) Input and output technique
 - (D) None of the above

- 41.** The geocentric approach is associated with :
- (A) Tourism manpower planning
 - (B) Tourism job analysis
 - (C) Tourism recruitment and selection
 - (D) None of the above
- 42.** A business organisation that sells travel product(s)\ service(s) such as hotel room or airline seat without assembling them into a tour package is known as :
- (A) travel whole seller
 - (B) tour operator
 - (C) tour consolidator
 - (D) All of the above
- 43.** The issue related to ‘traditional knowledge societies and their livelihood’ is taken up in the National Mission for..... .
- (A) Sustaining the Himalayan Eco-system
 - (B) Sustainable Habitat
 - (C) A Green India
 - (D) Enhanced energy efficiency

44. Which of the following represents the ontological orientation of tourism qualitative research strategies ?
- (A) Positivism (B) Deductive
(C) Constructionism (D) Objectivism
45. With which religion Shravan Belgola is associated ?
- (A) Hinduism (B) Buddhism
(C) Jainism (D) None of these
46. Which one of the following place is *not* associated with four dhams of Hindus ?
- (A) Badrinath (B) Ayodhya
(C) Rameshwaram (D) Dawaraka
47. TERN was established in 2006 and managed by UNWTO for Risk and crisis management. What is TERN ?
- (A) Tourism Emergency Response Network
(B) Tourism Emergency Regulation Network
(C) Tourism Emergency Response Netlog
(D) Tourism Emergency Regulation Netlog

- 48.** In an airline itinerary, the destination point used to determine the round trip fare or maximum permitted mileage :
- (A) Turn around point
 - (B) Railing
 - (C) Connecting point
 - (D) Embarkation point
- 49.** During which plan period 'Tourism' was awarded the status of an Industry ?
- (A) 5th Five Year Plan
 - (B) 6th Five Year Plan
 - (C) 7th Five Year Plan
 - (D) 8th Five Year Plan
- 50.** As per Indian tradition -The concept of hospitality includes the following :
- (A) Welcome (Swagat), Information (Suchana)
 - (B) Facilitation (Suvidha), Safety (Suraksha)
 - (C) Cooperation (Sahyog), Infrastructure development (Samrachana)
 - (D) All of the above