

BACHELOR IN TOURISM STUDIES

1. A hotel with traditional public spaces and services in which some or all the guest rooms are provided by person who can rent their unit as part of the hotel and receive a portion of the units rental revenue for doing so, is known as
 - (a) Resorts
 - (b) Boutique Hotel
 - (c) Condo Hotel
 - (d) Camp & Park Lodge
2. A hotel that offers accommodation, break fast and drinks without the classical restaurant operation is known as
 - (a) Downtown Hotel
 - (b) Time Share Hotel
 - (c) Garni Hotel
 - (d) Boutique Hotel
3. Arrange in descending order top four hotel chain of the world in terms of number of rooms in 2017.
 - (a) Marriott International – Intercontinental Hotels Group (IHM) – Hilton – Wyndham Hotel Group.
 - (b) Marriott International – Wyndham Hotel Group – Hilton – Intercontinental Hotel Group (IHM).
 - (c) Marriott International – Hilton-Intercontinental Hotels Group (IHM) – Wyndham Hotel Group.
 - (d) Hilton – Marriott International – Intercontinental Hotel Group (IHM) – Wyndham Hotel Group.
4. Which year is considered as a benchmark for declaring a heritage property as heritage hotel ?
 - (a) 1875
 - (b) 1900
 - (c) 1925
 - (d) 1950
5. KOT and BOT stand for what ?
 - (a) Food and alcoholic drink order ticket
 - (b) Complementary ticket for food and alcoholic drink
 - (c) Management entitlement ticket to dine in restaurant
 - (d) Food and alcoholic drink stock record
6. National Committee on Tourism was set-up in
 - (a) 1962
 - (b) 1976
 - (c) 1984
 - (d) 1988
7. Which of the tourist destination is not covered by the “Royal Orient” train ?
 - (a) Jodhpur
 - (b) Jaipur
 - (c) Chittaurgarh
 - (d) Palitana
8. In how many zones and divisions the Indian Railways is divided ?
 - (a) 12 and 65
 - (b) 9 and 60
 - (c) 16 and 73
 - (d) 16 and 80
9. The Fairy Queen rail operates its journey from Delhi to Cantonment railway station to which another location ?
 - (a) Jaipur
 - (b) Udaipur
 - (c) Alwar
 - (d) Chittaurgarh

10. The total number of domestic air travel passengers in India in 2016 were recorded around
(a) 60 million (b) 80 million (c) 100 million (d) 120 million
11. Which was the world's busiest cruise port in terms of handling passengers in 2016 ?
(a) Port of Barcelona (b) Port of Miami
(c) Port of New York (d) Port of Venice
12. Which of the following is not a Green Field airport ?
(a) Bengaluru International Airport (b) Indira Gandhi Airport, Delhi
(c) Rajiv Gandhi Airport, Hyderabad (d) Cochin International Airport
13. What is the limit of carrying free baggage allowance for infants travelling in the Business Class ?
(a) 40 kg (b) 30 kg (c) 20 kg (d) 10 kg
14. Group airfare and ground arrangement charges are normally applicable for how many minimum number of Pax ?
(a) 10 Pax (b) 15 Pax (c) 20 Pax (d) 25 Pax
15. What is the IATA code of Jamshedpur ?
(a) IXB (b) JPR (c) IXW (d) IXZ
16. National Strategy for Promotion of Tourism was set-up in
(a) 1978 (b) 1996 (c) 1986 (d) 1992
17. In how many categories IATA has divided the dangerous goods ?
(a) 7 (b) 9 (c) 11 (d) 13
18. What was the maximum duration of tourist stay in India under e-tourist Visa category authorized by Government of India till 2016 ?
(a) 15 days (b) 30 days (c) 60 days (d) 90 days
19. How many countries have been offered the e-tourist Visa facility by Government of India till 2016 ?
(a) 122 (b) 132 (c) 145 (d) 161
20. During which of the five year plan period "Tourism" was awarded the status of an industry by Government of India ?
(a) 5th Five Year Plan (b) 6th Five Year Plan
(c) 7th Five Year Plan (d) 8th Five Year Plan

21. Which of the following sampling method is based on probability ?
- (a) Convenience sampling (b) Quota sampling
(c) Judgement sampling (d) Stratified sampling
22. In research methodology, SPSS stands for what ?
- (a) Source Package for Special Science
(b) Statistics Processing Special Software
(c) Statistical Package for Social Science
(d) Simple Program for Social Science
23. In hypothesis testing, type-I error stands for what ?
- (a) False Positive (b) False Negative
(c) Either of the two (d) None of the two
24. Identify the statistical tool through which a researcher estimates the unknown value of a variable from the known value of another variable.
- (a) Regression (b) Correlation (c) Diversion (d) Enumeration
25. What would be the standard deviation if in a series, the co-efficient of variation is 20 and the mean value is 40 ?
- (a) 2 (b) 3 (c) 9 (d) 8
26. The group of customers to whom the company directs its marketing programme is called
- (a) Test Market (b) Marketable People
(c) Target Market (d) None of the above
27. _____ guides the development of advertisement and personal sales presentation.
- (a) AIEA (b) AIBA (c) AIDA (d) AICA
28. In research methodology probability ranges from _____ to _____.
- (a) -1 to +1 (b) 1 to 9 (c) 0 to 1 (d) -9 to +9
29. A statistical measure of the degree to which two variables move together :
- (a) Co-efficient of variation (b) Variance
(c) Co-variance (d) Certainty equivalent
30. Who among the followings industrialists is known industrial philanthropist ?
- (a) Fredrick Taylor (b) Seebohm (d)
Howntree
(c) Henry Ford (d) Max Waber

31. Which of the following is not a part of the „open system model“ of management ?
 (a) Moral (b) Innovation
 (c) Growth Resource (d) Adaption
32. What is the guiding principle of scientific management ?
 (a) Fluid working relationship (b) Freedom of association
 (c) One best way to do a job (d) Experimentation
33. Frank Gilberth is known for his contribution on
 (a) Time and motion studies (b) Working conditions
 (c) Work as a social sitting (d) Work psychology
34. Which one of the followings is not one of Fayol“s 14 principles of management ?
 (a) Esprit de Corps (b) Initiative
 (c) Order (d) Individualism
35. Which one is not a recognised type of business plan ?
 (a) Succession (b) Financial (c) Adhoc (d) Budget
36. Which one of the following is not a key management skill in planning ?
 (a) Conceptual skill (b) Analytical skill
 (c) I.T. and Computing skill (d) Communication skill
37. Which one of the followings is associated with Gantt chart ?
 (a) Work flow design (b) Work schedule design
 (c) Work rate design (d) Work out-put design
38. Marketing mix consists of :
 1. Place, 2. Price, 3. Promotion, 4. ___ ?
 (a) Packaging (b) Product (c) People (d) Process
39. Tourism Industry is known for highly _____ demand.
 (a) Stable (b) Passive (c) Unstable (d) None of these
40. What is CRM ?
 (a) Customer Retention Management (b) Customer Relaxation Management
 (c) Customer Relationship Management (d) None of these
41. Demographic segmentation is done on the basis of
 (a) Marketing Research (b) Behavioural Factors
 (c) Income (d) Study of People

42. Which one is not the part of product mix while conducting marketing of tourism products ?
(a) Image (b) Brand (c) Sponsorship (d) Reputation
43. What appropriate term is used to denote the relation between production and consumption of tourism products ?
(a) No Relation (b) Consumption after production
(c) Interrelated (d) Production after consumption
44. Setting a product at lower price is a good marketing tool for the purpose of
(a) Prevention of Competition (b) Revenue
(c) Profit Maximisation (d) None of the above
45. Identify one of segments that includes education, family and religion for testing potential consumers.
(a) Political (b) Geographic (c) Demographic (d) None of the above
46. Which of the following two industries play a major role in Tourism Industry ?
(a) Computer and Internet Industry
(b) Fashion and Accessory Industry
(c) Hospitality and Travel Industry
(d) Furniture and Home Improvement Industry
47. Testing before launching a product is known as
(a) Concept Marketing (b) Acid Test
(c) Market Test (d) Test Marketing
48. A hospitality company's total visual image and overall appearance is reflected through
(a) Customer value (b) Organizational image
(c) Perishability (d) Dress Code
49. Which state of India has registered maximum number of heritage hotel properties ?
(a) Rajasthan (b) Uttar Pradesh (c) Maharashtra (d) Karnataka
50. Motels are ideally located on
(a) Highways (b) Lake side (c) Sea side (d) None of these
51. Which one of the followings is an upcoming paragliding destination in Kerala ?
(a) Vagamon (b) Munnar (c) Thikadi (d) Parambikulam
52. Which of the following district of Uttarakhand state offers "Lord Curzon Trekking Trail" ?
(a) Uttarkashi (b) Rudraprayag (c) Tehri (d) Chamoli

53. In terms of altitude from mean sea level, arrange the following peaks in ascending order :
- | | |
|----------------------------|----------------------------|
| (i) Nanda Kot Peak | (ii) Nanda Devi Peak |
| (iii) Nanda Khat Peak | (iv) Nanda Ghunti Peak |
| (a) (i), (iii), (iv), (ii) | (b) (iv), (iii), (ii), (i) |
| (c) (iv), (iii), (i), (ii) | (d) (iv), (i), (iii), (ii) |
54. Which one of the following locations is located at the highest altitude of Nanda Raj Jat procession ?
- (a) Bedni Bugyal (b) Gairoli Patali (c) Jyurangali (d) Kalwa Vinayak
55. The first successful climbing expedition to Nanda Devi Peak was undertaken by
- | | |
|-------------------------------|--------------------|
| (a) Maj. Gen. Harold Williams | (b) Tenzing Norgay |
| (c) Sergeant Roy Green Wood | (d) Shipton Tilman |
56. Match the following columns :
- | | |
|------------------|---------------------|
| (A) Uttarkashi | (i) Kagbushandi Tal |
| (B) Chamoli | (ii) Amarnath |
| (C) Spiti Valley | (iii) Barnala Tal |
| (D) Bal Tal | (iv) Chandra Tal |
- (A) (B) (C) (D)
- | |
|-------------------------|
| (a) (iii) (i)(iv) (ii) |
| (b) (i)(iv) (iii) (ii) |
| (c) (iii) (ii) (i) (iv) |
| (d) (iv) (i)(iii) (ii) |
57. What is the length of Marina Sea Beach ?
- | | | | |
|-----------|-----------|-----------|----------|
| (a) 13 km | (b) 17 km | (c) 10 km | (d) 7 km |
|-----------|-----------|-----------|----------|
58. French Food Festival associated with which state of India ?
- | | | |
|------------------------------|-----------------|-----|
| (a) Pondicherry / Puducherry | (b) Goa | (d) |
| (c) Kerala | (d) West Bengal | |
59. With which of the following Mythical King ONAM festival of Kerala is associated ?
- | | | | |
|------------|-------------|--------------|-----------|
| (a) Ravana | (b) Murugan | (c) Mahabali | (d) Kuber |
|------------|-------------|--------------|-----------|
60. Which among the followings is the largest church in old Goa ?
- | | |
|-------------------------------------|-----------------------------|
| (a) Church of St. Francis of Assisi | (b) Se"de Santa Catarina |
| (c) Church of St. Cajetan | (d) Church of St. Augustine |
61. Gauchar Mela of Uttarakhand state is a
- | | | | |
|-------------------|----------------|--------------------|-----------------------|
| (a) Cultural fair | (b) Trade fair | (c) Religious fair | (d) None of the above |
|-------------------|----------------|--------------------|-----------------------|

62. The Uttarakhand Himalaya lies between which of the two river basins ?
 (a) Yamuna and Kali (b) Satluj and Gori
 (c) Satluj and Kali (d) Yamuna and Gori
63. On the basis of competitiveness, index in the field of Travel and Tourism, India's stands at
 (a) 65 position (b) 111 position (c) 29 position (d) 57 position
64. Which of the following country has registered maximum travel and tourism demand during the last one decade ?
 (a) China (b) South Africa (c) India (d) Australia
65. Bodhgaya is famous for
 (a) Buddha Temple and monasteries (b) Caves
 (c) Frescoes (d) None of these
66. The world is divided into 24 different time zones at an interval of
 (a) 5° Longitude (b) 15° Latitude (c) 15° Longitude (d) 10° Latitude
67. Tourism Finance Corporation of India Ltd. was incorporated as a Public Limited Company under The Companies Act, 1956 on
 (a) 27th January, 1989 (b) 27th January, 1980
 (c) 27th September, 1990 (d) 27th October, 1992
68. "Landing for non-traffic purpose" is quoted under which freedom of air among the five freedoms given to IATA approved international airlines ?
 (a) First freedom of air (b) Second freedom of air
 (c) Third freedom of air (d) Fifth freedom of air
69. A variable that has a temporal occurrence which follows the independent variable and precedes the dependent variable is known as
 (a) Extraneous variable (b) Moderating variable
 (c) Intervening variable (d) Independent variable
70. Simplest and most loose structured research design which is flexible in its approach and involves qualitative investigation :
 (a) Descriptive Research Design (b) Causal Research Design
 (c) Conclusive Research Design (d) Exploratory Research Design
71. When the objective is to demonstrate trends and some sort of pattern in the data, the best option available to display such data through :
 (a) Pie Graph (b) Bar Graph (c) Histogram (d) Line Chart

72. The formula to compute the value of mean when interval or ratio scale data are grouped into categories or classes is

$$(a) \quad \bar{x} = \frac{\sum_{i=1}^n x_i}{n} \quad (b) \quad \bar{x} = \frac{\sum_{i=1}^k f_i x_i}{n} \quad (c) \quad S = \sqrt{\frac{\sum_{i=1}^k f_i x_i^2}{n-1}} \quad (d) \quad \bar{x} = \frac{\sum_{i=1}^k f_i x_i}{n}$$

73. Organisation of large volumes of information into clusters of data based upon user requirement is called
 (a) Internal data (b) Data mining (c) External data (d) Published data

74. WATA stands for what ?
 (a) World Association of Travel Agencies
 (b) Williamsburge Area Transit Authority
 (c) Winsconsin Agricultural Tourism Association Inc
 (d) None of the above

75. Kuoni Academy imparting training in travel trade is associated with which travel company ?
 (a) Thomas Cook (b) Cox and King Ltd.
 (c) Murcury (d) Balmer and Lowrie

76. Who was the first Secretary General of UN World Tourism Organisation ?
 (a) Antonio Enriquez Savignac (b) Zurab Pololikashvili
 (c) Rovert Lonati (d) Francesco Frangialli

77. What is the mandate of sustainable tourism ?
 (a) Protection of tourist destination interest
 (b) Protection of tourist interest
 (c) Protection of travel trade interest
 (d) All of the above

78. Which factor will affect the tourism demand in near future ?
 (a) Holidays availability
 (b) Economic prosperity of tourist in tourist generating markets
 (c) Demographic change
 (d) All of the above

79. What was the name of British resident associated with Wild Flower Hall Shimla ?
 (a) Lord Irwin (b) Lord Mountbatten
 (c) Lord Cristopher (d) Lord Kitchener

80. Dilwara Temple of Mount Abu is famous of which nature of art and architecture ?
 (a) Jain Sculpture (b) Buddhists Paintings and Architecture
 (c) Persian Architecture (d) Hindu Architecture

81. Buddhist teachings are based upon
 (a) Eight fold path (b) Seven fold path
 (c) Six fold path (d) Five fold path

82. Arrange the following places chronologically as per the Buddha's life cycle :
- | | | | |
|----------------------------|----------------------------|----------------------------|----------------------------|
| (i) Kushi Nagar | (ii) Sarnath | (iii) Lumbini | (iv) Bodhgaya |
| (a) (iii), (iv), (i), (ii) | (b) (iii), (ii), (i), (iv) | (c) (iii), (iv), (ii), (i) | (d) (iii), (ii), (iv), (i) |
83. Which of the following is not correct ?
- | | |
|---------------------------------|----------------------------|
| (a) Bardargarh – Madhya Pradesh | (b) Ranthambor – Rajasthan |
| (c) Periyar – Andhra Pradesh | (d) Similipal – Odisha |
84. Choose the correct statement :
- | | |
|----------------------------------|----------------------------------|
| (a) All tourists are visitors. | (b) All visitors are tourists. |
| (c) All travellers are visitors. | (d) All travellers are tourists. |
85. Tourism Satellite Account is a subset of a nation's account that
- | | |
|--------------------------------|------------------------------|
| (a) Measures tourism capacity | (b) Measures tourism supply |
| (c) Measures tourism marketing | (d) Measures tourists number |
86. When was the National Tourism Action Plan was published by Government of India ?
- | | | | |
|----------|----------|----------|----------|
| (a) 1990 | (b) 1992 | (c) 1997 | (d) 1999 |
|----------|----------|----------|----------|
87. Which of the following place is not included in the itinerary of "Palace on Wheels" ?
- | | | | |
|---------------|-------------|---------------|-------------|
| (a) Jaisalmer | (b) Jodhpur | (c) Bharatpur | (d) Bikaner |
|---------------|-------------|---------------|-------------|
88. Which of the following is not in itinerary of Buddhist circuit ?
- | | | | |
|------------|-------------|-------------|---------------|
| (a) Rajgir | (b) Lumbini | (c) Sarnath | (d) Ahichatra |
|------------|-------------|-------------|---------------|
89. The National Highways Authority of India was operationalised on
- | | |
|--------------------|--------------------|
| (a) February, 1992 | (b) February, 1993 |
| (c) February, 1994 | (d) February, 1995 |
90. In India, Diamond Quadrilateral will connect following four major towns :
- | | |
|-------------------------------------|---------------------------------------|
| (a) Delhi, Mumbai, Kolkata, Chennai | (b) Delhi, Mumbai, Bengaluru, Chennai |
| (c) Delhi, Mumbai, Goa, Kolkata | (d) Delhi, Mumbai, Kolkata, Guwahati |
91. The first commercial flight between Bombay (Mumbai) and London Heathrow was introduced on
- | | | | |
|--------------------------------|--------------------------------|---------------------------------|---------------------------------|
| (a) 8 th June, 1948 | (b) 9 th June, 1948 | (c) 10 th June, 1948 | (d) 11 th June, 1948 |
|--------------------------------|--------------------------------|---------------------------------|---------------------------------|
92. Who was the winner of UNWTO travel competition devoted on "Travel, Enjoy, Respect" campaign organised under the banner of international year of Sustainable Tourism Development, 2017 ?
- | | |
|-----------------------|-------------------|
| (a) Sofia Panayiotaki | (b) Sandra Carvao |
| (c) Katie Diderichs | (d) John Tefler |

- 93.** A tourist who avoids contacts with other tourists and likes to involve himself in adventure activities is known as
(a) Drifter (b) Adventurer (c) Sunlust (d) Diver
- 94.** The term „Incentive Tourism“ denotes
(a) A travel rewarded with commissions
(b) Travel that has been paid for by a firm as a reward to employees
(c) Travel stimulation by family member
(d) Travel using vouchers to cover spending in route.
- 95.** Goods and services that are deemed to be environmentally and socially sustainable is known as :
(a) Green Consumerism (b) Green Paradigm
(c) Green Traveller (d) Ecotourism
- 96.** What is the name of the nearest town to reach Kanha National Park having road, rail and air connectivity ?
(a) Nagpur (b) Raipur (c) Jabalpur (d) Bilaspur
- 97.** Which of the India’s Company is jointly worked with IUCN to enhance bio-diversity conservation and management in India in 2016-17 ?
(a) Tata Power and Tata Steel (b) Tata Capital and Tata Chemical
(c) Tata Consultancy Service (d) Tata Motors
- 98.** What is the logo of World Wide Fund ?
(a) Tiger (b) The Giant Panda
(c) Elephant (d) Black Bear
- 99.** Which year was declared International year of Ecotourism ?
(a) 2001 (b) 2002 (c) 2003 (d) 2004
- 100.** Which term is coined by Hector Ceballos-Lascurain ?
(a) Ecotourism (b) Nature tourism
(c) Sustainable tourism (d) Farm tourism