

Set No. : 1

2016.

Question Booklet No.

RET/16/TEST-B

901

Tourism Management

(To be filled up by the candidate by blue/black ball point pen)

Roll No.

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Roll No. (Write the digits in words)

Serial No. of OMR Answer Sheet

Day and Date

(Signature of Invigilator)

INSTRUCTIONS TO CANDIDATES

(Use only blue/black ball-point pen in the space above and on both sides of the Answer Sheet)

1. Within 30 minutes of the issue of the Question Booklet, Please ensure that you have got the correct booklet and it contains all the pages in correct sequence and no page/question is missing. In case of faulty Question Booklet, Bring it to the notice of the Superintendent/Invigilators immediately to obtain a fresh Question Booklet.
2. Do not bring any loose paper, written or blank, inside the Examination Hall *except the Admit Card without its envelope.*
3. *A separate Answer Sheet is given. It should not be folded or mutilated. A second Answer Sheet shall not be provided.*
4. Write your Roll Number and Serial Number of the Answer Sheet by pen in the space provided above.
5. *On the front page of the Answer Sheet, write by pen your Roll Number in the space provided at the top, and by darkening the circles at the bottom. Also, wherever applicable, write the Question Booklet Number and the Set Number in appropriate places.*
6. *No overwriting is allowed in the entries of Roll No., Question Booklet No. and Set No. (if any) on OMR sheet and Roll No. and OMR sheet no. on the Question Booklet.*
7. *Any change in the aforesaid entries is to be verified by the invigilator, otherwise it will be taken as unfair means.*
8. *This Booklet contains 40 multiple choice questions followed by 10 short answer questions. For each MCQ, you are to record the correct option on the Answer Sheet by darkening the appropriate circle in the corresponding row of the Answer Sheet, by pen as mentioned in the guidelines given on the first page of the Answer Sheet. For answering any five short Answer Questions use five Blank pages attached at the end of this Question Booklet.*
9. For each question, darken only **one** circle on the Answer Sheet. If you darken more than one circle or darken a circle partially, the answer will be treated as incorrect.
10. *Note that the answer once filled in ink cannot be changed. If you do not wish to attempt a question, leave all the circles in the corresponding row blank (such question will be awarded zero marks).*
11. For rough work, use the inner back pages of the title cover and the blank page at the end of this Booklet.
12. *Deposit both OMR Answer Sheet and Question Booklet at the end of the Test.*
13. You are not permitted to leave the Examination Hall until the end of the Test.
14. If a candidate attempts to use any form of unfair means, he/she shall be liable to such punishment as the University may determine and impose on him/her.

Total No. of Printed Pages : 20

48.

RET/16/TEST-B

901/Tourism Management

ROUGH WORK

रफ़ कार्य

Research Entrance Test-2016

No. of Questions : 50

प्रश्नों की संख्या : 50

Time : 2 Hours

Full Marks : 200

समय : 2 घण्टे

पूर्णाङ्क : 200

Note: (1) This Question Booklet contains **40** Multiple Choice Questions followed by **10** Short Answer Questions.

इस प्रश्न पुस्तिका में **40** वस्तुनिष्ठ व **10** लघु उत्तरीय प्रश्न हैं।

(2) Attempt as many MCQs as you can. Each MCQ carries **3 (Three)** marks. **1 (One)** mark will be deducted for each incorrect answer. **Zero** mark will be awarded for each unattempted question. If more than one alternative answers of MCQs seem to be approximate to the correct answer, choose the closest one.

अधिकाधिक वस्तुनिष्ठ प्रश्नों को हल करने का प्रयत्न करें। प्रत्येक वस्तुनिष्ठ प्रश्न **3 (तीन)** अंकों का है। प्रत्येक गलत उत्तर के लिए **1 (एक)** अंक काटा जायेगा। प्रत्येक अनुत्तरित प्रश्न का प्राप्तांक शून्य होगा। यदि वस्तुनिष्ठ प्रश्नों के एकाधिक वैकल्पिक उत्तर सही उत्तर के निकट प्रतीत हों, तो निकटतम सही उत्तर दें।

(3) Answer only **5** Short Answer Questions. Each question carries **16 (Sixteen)** marks and should be answered in **150-200** words. Blank **5 (Five)** pages attached with this booklet shall only be used for the purpose. Answer each question on separate page, after writing Question No.

केवल **5 (पाँच)** लघुउत्तरीय प्रश्नों के उत्तर दें। प्रत्येक प्रश्न **16 (सोलह)** अंकों का है तथा उनका उत्तर **150-200** शब्दों के बीच होना चाहिए। इसके लिए इस पुस्तिका में लगे हुए सादे **5 (पाँच)** पृष्ठों का ही उपयोग आवश्यक है। प्रत्येक प्रश्न का उत्तर एक नए पृष्ठ से, प्रश्न संख्या लिखकर शुरू करें।

01. Who said- "I vehemently oppose the Pakistan scheme of vivisection of our mother land. Our divine motherland shall not be cut up."

- | | |
|-------------------------|---------------------|
| (1) Mahatma Gandhi | (2) Abul Kalam Azad |
| (3) Subhas Chandra Bose | (4) J.B. Kriplani |

किसने कहा था "मैं जोरदार ढंग से मातृभूमि के विभाजन की पाकिस्तान-योजना का विरोध करता हूँ। हमारी दैवी मातृभूमि टुकड़ों में विभक्त नहीं होगी।"

- | | |
|----------------------|--------------------|
| (1) महात्मा गाँधी | (2) अबुल कलाम आजाद |
| (3) सुभाष चन्द्र बोस | (4) जे०बी० कृपलानी |

02. Astanga-Saṁgraha is a text on :

- | | |
|---------------|----------------|
| (1) Astronomy | (2) Polity |
| (3) Ayurved | (4) Philosophy |

अष्टांग-संग्रह किस विषय का ग्रंथ है ?

- | | |
|------------------|----------------|
| (1) खगोलशास्त्र | (2) राजशास्त्र |
| (3) आयुर्विज्ञान | (4) दर्शन |

03. Who was the author of 'Futuhāt-i-Firozshahi'?

- | | |
|-------------------------|-----------------------|
| (1) Shams-i-Siraj 'Afif | (2) Ziauddin Barani |
| (3) Isami | (4) Sultan Firoz shah |

'फुतूहत-ए-फिरोजशाही' का लेखक कौन था ?

- | | |
|-------------------------|----------------------|
| (1) शम्स-ए-सिराज 'अफिफ' | (2) जियाउद्दीन बरनी |
| (3) इसामी | (4) सुल्तान फिरोजशाह |

04. The eight world Hindi conference in 2007 was organized at :

- | | |
|------------|--------------|
| (1) London | (2) Delhi |
| (3) Bhopal | (4) New York |

2007 में आठवाँ विश्व हिन्दी सम्मेलन कहाँ आयोजित किया गया था ?

- | | |
|-----------|---------------|
| (1) लन्दन | (2) दिल्ली |
| (3) भोपाल | (4) न्यूयार्क |

05. The mobile Court in India is the brain child of :

- | | |
|---------------------------|-------------------------|
| (1) Dr.A.P.J. Abdul Kalam | (2) Mrs. Pratibha Patil |
| (3) Mr. Rajeev Gandhi | (4) Justice Bhagwati |

भारत में चलित न्यायालय इनका मानसपुत्र है :

- | | |
|------------------------------|---------------------------|
| (1) डॉ० ए.पी.जे. अब्दुल कलाम | (2) श्रीमती प्रतिभा पाटिल |
| (3) श्री राजीव गाँधी | (4) न्यायमूर्ति भगवती |

06. When did the British Government appoint Sadler University Commission for reforms in education?

शिक्षा में सुधार हेतु ब्रिटिश सरकार ने सैडलर विश्वविद्यालय आयोग कब नियुक्त किया ?

- | | |
|----------|----------|
| (1) 1919 | (2) 1917 |
| (3) 1921 | (4) 1935 |

07. The constitution is silent in the Directive Principles of State Policy about :

- (1) adult education
- (2) living wages for workers
- (3) free legal aid to the poor
- (4) primary education to children till they complete the age of 6 years

राज्य के नीति निदेशक सिद्धान्तों में निम्नलिखित में से किसके बारे में संविधान शान्त है ?

- (1) प्रौढ़ शिक्षा
- (2) श्रमिकों को निर्वाह योग्य मजदूरी
- (3) गरीबों को निःशुल्क विधिक सहायता
- (4) बालकों को प्रारम्भिक शिक्षा जब तक वह 6 वर्ष की आयु न प्राप्त कर ले

08. Who of the following organized a March on the Tanjore Coast to break the salt Law in April, 1930 ?

- | | |
|------------------------|-----------------------------|
| (1) K. Kamaraj | (2) V.O. Chidambaram Pillai |
| (3) C. Rajagopalachari | (4) Annie Besant |

इनमें से किसने अप्रैल, 1930 में नमक कानून तोड़ने के लिए तंजौर तट पर एक अभियान संगठित किया था ?

- | | |
|-----------------------|---------------------------|
| (1) के० कामराज | (2) वी०ओ० चिदम्बरम पिल्लै |
| (3) सी० राजगोपालाचारी | (4) ऐनी बेसेण्ट |

09. Who said, "Rome is being drained of its treasure by trading with India ?

- | | |
|--------------|------------|
| (1) Tiberius | (2) Arrian |
| (3) Plutarch | (4) Pliny |

किसने कहा था, "भारत से व्यापार करके रोम अपना कोषागार रिक्त कर रहा है" ?

- | | |
|----------------|------------|
| (1) टाइबेरिन्स | (2) एरियन |
| (3) प्लूटार्क | (4) प्लिनी |

10. Which of the following newspapers advocated revolutionary terrorism during the period of Indian freedom struggle ?

- (a) Sandhya (b) Yangantar (c) Kaal

निम्नलिखित में से किन समाचारपत्रों ने भारतीय स्वाधीनता संग्राम-काल में क्रान्तिकारी आतंकवाद की वकालत की थी ?

- (a) सांध्य (b) युगान्तर (c) काल

Choose the correct answer from the code given below :

नीचे दिए गए कूट का प्रयोग करते हुए सही विकल्प चुनिए -

- | | |
|----------|-------------|
| (1) a, b | (2) a, c |
| (3) b, c | (4) a, b, c |

- 11.** Choose the right answer :
- (1) A nominal scale simply classifies object or events into categories according to similarities or differences.
 - (2) A nominal scale is called as interval scale
 - (3) Nominal scale is also known as Likert scale
 - (4) Nominal scale assigns objects or events a name and arranges it in order of their magnitude.
- 12.** A quantity computed from a sample is :
- (1) Sample
 - (2) Parameter
 - (3) Statistic
 - (4) Population
- 13.** 'Port of Call' is a term used in :
- (1) Aviation
 - (2) Cruise
 - (3) Camping Holidays
 - (4) Water sports
- 14.** Ramabhar Stupa is situated at :
- (1) Vaishali
 - (2) Bodh Gaya
 - (3) Kausambi
 - (4) Kushinagar
- 15.** Establishment's focus on stylish, cost-conscious options for families and young, business or single travelers who like the social aspect of hostels are :
- (1) Staycations
 - (2) AirBnB
 - (3) Poshtels
 - (4) Budget hotels
- 16.** Choose the right answer :
- (1) Incipient mass tourists adapt fully with the available facilities at the destination
 - (2) Off-beat tourists adapt fully with the local norms
 - (3) Explorer often demand western amenities
 - (4) Unusual tourists expect luxury facilities at destinations

- 17.** Staged authenticity is a term used to indicate :
- (1) Lack of originality of tourism products
 - (2) Staging an event that has no relationship with tourism but for tourism promotion
 - (3) Protests against tourism development
 - (4) Observation of fake events of attract visitors
- 18.** Which world heritage site in India matches with maximum criterion of UNESCO ?
- (1) Taj Mahal
 - (2) Qutub Minar complex
 - (3) Ellora Caves
 - (4) Mahabodhi Temple
- 19.** Which one of the following statement correct :
- (1) Air Asia has code share agreement with Jet Airways
 - (2) GoAir is owned by Tata Group
 - (3) Vistara Airlines is a joint venture of Tata Group and Singapore Airlines
 - (4) Indigo Airlines is owned by Wadia Group
- 20.** In which place, one can see a version of Ramayana is performed through a dance form :
- (1) Pattaya
 - (2) Lankawi
 - (3) Phnom Penh
 - (4) Bali
- 21.** The following tourist circuit falls in which country Phuentsheling - Paro-Punaca :
- (1) Nepal
 - (2) Bhutan
 - (3) Myanmar
 - (4) India

- 22.** Which one of the following is an example of big data using in tourism & hospitality ?
- (1) Feed back of tourists about their experience in a hotel through various web platforms.
 - (2) Collecting the data of tourists used mobile apps to book hotels.
 - (3) Capturing the complete movements of tourists from entering in hotels till check out.
 - (4) Data compiled from hotels about the tourist occupancy.
- 23.** Starting sales out lets in mega malls is an example of In marketing mix :
- (1) Place
 - (2) Price
 - (3) Process
 - (4) Physical evidence
- 24.** According to Plog, near dependable can be found at stage of product life cycle :
- (1) Development stage
 - (2) Maturity-Divide
 - (3) Development-Maturity
 - (4) Decline
- 25.** A pricing method that applies in different prices for different markets:
- (1) Discounted pricing
 - (2) Geographical pricing
 - (3) Deferential Pricing
 - (4) Market Skimming
- 26.** Which of the following statement is wrong :
- (1) Service quality results in customer experience.
 - (2) Responsiveness is the willingness to help the customers with prompt service.
 - (3) The buyer believes in the guarantee of a brand and gets attached to it.
 - (4) Empathy or individualised attention to the customers won't benefit the firm.

27. A room shares a common wall with another room, but not having a common door is called as :

- | | |
|--------------------|-------------------|
| (1) Adjoining room | (2) Adjacent room |
| (3) Studio room | (4) Duplex room |

28. A cook in the bottom line of the Kitchen is :

- | | |
|--------------------|--------------------|
| (1) Chef de Partie | (2) Commis |
| (3) Sous Chef | (4) Executive Chef |

29. Plan consist of Bed and American breakfast :

- | | |
|-----------------------|-------------------|
| (1) Continental Plan | (2) European Plan |
| (3) Bed and Breakfast | (4) American Plan |

30. $\frac{\text{No. of rooms sold}}{\text{Total number of rooms available for sale}} \times 100 =$

- | | |
|---------------------------------|--------------------|
| (1) Average Room Rate per Guest | (2) Rev-Par |
| (3) Average Daily Rate | (4) Occupancy Rate |

31. Which of the following is place is having warm temperate climatic features :

- | | |
|--------------|-----------------|
| (1) Davos | (2) Los Angeles |
| (3) Falmouth | (4) Athens |

32. Which of the following factor is not there in Butler's model of resort life cycle ?

- | | |
|-------------------|------------------|
| (1) Exploration | (2) Introduction |
| (3) Consolidation | (4) Involvement |

33. Salary account is an example of :

- | | |
|-----------------------|---------------------|
| (1) Nominal account | (2) Real accounts |
| (3) Personal accounts | (4) Capital account |

34. Which of the following city was included in the Grand Tour period from 1661 to 1700 ?

- | | |
|--------------|------------|
| (1) Madrid | (2) Lisbon |
| (3) Florence | (4) Prague |

35. Principles of freedoms of Air was established in :

- | | |
|------------------------|------------------------|
| (1) Warsaw Convention | (2) Chicago Convention |
| (3) Bermuda Convention | (4) Rome Convention |

36. Choose the correct statement :

- (1) KUL is situated in IATA Area 3
- (2) The IATA global indicator of journey from AMS to LON is WH
- (3) The three letter IATA code of London Heathrow Airport is LGW
- (4) Malpensa airport is situated in Rome

37. $\frac{\text{Net Profit after tax}}{\text{Investment}} =$

- | | |
|------------------------|--------------------------|
| (1) Debt service Ratio | (2) Debt equity ratio |
| (3) Return on Assets | (4) Return on Investment |

38. 'Stars' quadrant in the BCG matrix indicate :

- (1) Weak market share and high growth
- (2) High growth and strong competitive position
- (3) Strong competition and low growth rate
- (4) Low growth rate and a weak market share

39. Power arising from the position is :

- | | |
|----------------------|--------------------|
| (1) Legitimate power | (2) Referent power |
| (3) Coercive power | (4) Reward power |

40. Who is known as the father of scientific management :

- | | |
|---------------------|--------------------|
| (1) Henri Fayol | (2) F W Taylor |
| (3) Chester Bernard | (4) Laurance Peter |

Short Answer Questions**लघु उत्तरीय प्रश्न**

Note: Attempt any **five** questions. Write answer in **150-200** words. Each question carries **16** marks. Answer each question on separate page, after writing Question Number.

किन्हीं पाँच प्रश्नों के उत्तर दीजिए। प्रत्येक का उत्तर **150-200** शब्दों में दीजिए। प्रत्येक प्रश्न **16** अंकों का है। प्रत्येक प्रश्न का उत्तर अलग पृष्ठ पर प्रश्न संख्या लिखकर शुरू करें।

- 01.** The basic principles of various religions originated in India underlines the common principles of universal brotherhood, humanity and a holistic approach to life. Looking at these perspectives how do you stand by this point ?
- 02.** Explain the concept of tirthayatras in Ancient India and how it is connected with modern pilgrimage trips. Explain with facts and quotes from available ancient Indian literature.
- 03.** India is land of diverse cultural expressions, which are expressed through art, sculptures or architectural styles. Explain the above statement by taking specific examples from Rajasthani painting/ Mughal painting/iconography/North Indian temple architecture.
- 04.** In the modern times, principles of marketing is adapting digital trends. Reaching customers and remain there in the cognitive sphere of customers is a real challenge in world of excess information present in the digital world. How do you conceptualise a digital marketing programme for a tour operation business in the modern day digital business world ?

- 05.** Examine the growth of tourism in India post globalisation period. Discuss the growth trends over years over the said period and how it justifies the incredible India Campaign.
- 06.** It has been seen that Dubai is a most sought destination for tourists across the world. Discuss the major causes of Dubai emerged as a much visited destination.
- 07.** UNWTO is celebrating 2017 as the International Year of Sustainable Tourism. What are the paradigms of sustainable development in tourism ?
- 08.** Indian Rivers have a great scope to promote cruises which can also support pro-poor tourism. Examine the scope of river cruises with specific examples of how it can be conceptualised and implemented.
- 09.** Tourism policy of India of 2002 included several schemes for tourism development in India. Taking note of the tourism policy of 2002, explain the areas which made considerable improvement and progress in tourism development in India.
- 10.** Destination planning is one of the very important areas of tourism planning. Explain destination planning process.

Question No.

Page for Short Answer

प्रश्न संख्या

लघु उत्तरीय के लिए पृष्ठ

Question No.

Page for Short Answer

प्रश्न संख्या

लघु उत्तरीय के लिए पृष्ठ

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लघु उत्तरीय के लिए पृष्ठ

Question No.

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प्रश्न संख्या

लघु उत्तरीय के लिए पृष्ठ

Question No.

प्रश्न संख्या

Page for Short Answer

लघु उत्तरीय के लिए पृष्ठ

ROUGH WORK

रफ़ कार्य

अभ्यर्थियों के लिए निर्देश

(इस पुस्तिका के प्रथम आवरण पृष्ठ पर तथा उत्तर-पत्र के दोनों पृष्ठों पर केवल नीली-काली बाल-प्वाइंट पेन से ही लिखें)

1. प्रश्न पुस्तिका मिलने के 30 मिनट के अन्दर ही देख लें कि प्रश्नपत्र में सभी पृष्ठ मौजूद हैं और कोई प्रश्न छूटा नहीं है। पुस्तिका दोषयुक्त पाये जाने पर इसकी सूचना तत्काल कक्ष-निरीक्षक को देकर सम्पूर्ण प्रश्नपत्र की दूसरी पुस्तिका प्राप्त कर लें।
2. परीक्षा भवन में लिफाफा रहित प्रवेश-पत्र के अतिरिक्त, लिखा या सादा कोई भी खुला कागज साथ में न लायें।
3. उत्तर-पत्र अलग से दिया गया है। इसे न तो मोड़ें और न ही विकृत करें। दूसरा उत्तर-पत्र नहीं दिया जायेगा। केवल उत्तर-पत्र का ही मूल्यांकन किया जायेगा।
4. अपना अनुक्रमांक तथा उत्तर-पत्र का क्रमांक प्रथम आवरण-पृष्ठ पर पेन से निर्धारित स्थान पर लिखें।
5. उत्तर-पत्र के प्रथम पृष्ठ पर पेन से अपना अनुक्रमांक निर्धारित स्थान पर लिखें तथा नीचे दिये वृत्तों को गाढ़ा कर दें। जहाँ-जहाँ आवश्यक हो वहाँ प्रश्न-पुस्तिका का क्रमांक तथा सेट का नम्बर उचित स्थानों पर लिखें।
6. ओ० एम० आर० पत्र पर अनुक्रमांक संख्या, प्रश्नपुस्तिका संख्या व सेट संख्या (यदि कोई हो) तथा प्रश्नपुस्तिका पर अनुक्रमांक और ओ० एम० आर० पत्र संख्या की प्रविष्टियों में उपरिलेखन की अनुमति नहीं है।
7. उपर्युक्त प्रविष्टियों में कोई भी परिवर्तन कक्ष निरीक्षक द्वारा प्रमाणित होना चाहिये अन्यथा यह एक अनुचित साधन का प्रयोग माना जायेगा।
8. प्रश्न-पुस्तिका में प्रत्येक प्रश्न के चार वैकल्पिक उत्तर दिये गये हैं। प्रत्येक प्रश्न के वैकल्पिक उत्तर के लिए आपको उत्तर-पत्र की सम्बन्धित पंक्ति के सामने दिये गये वृत्त को उत्तर-पत्र के प्रथम पृष्ठ पर दिये गये निर्देशों के अनुसार पेन से गाढ़ा करना है।
9. प्रत्येक प्रश्न के उत्तर के लिए केवल एक ही वृत्त को गाढ़ा करें। एक से अधिक वृत्तों को गाढ़ा करने पर अथवा एक वृत्त को अपूर्ण भरने पर वह उत्तर गलत माना जायेगा।
10. ध्यान दें कि एक बार स्याही द्वारा अंकित उत्तर बदला नहीं जा सकता है। यदि आप किसी प्रश्न का उत्तर नहीं देना चाहते हैं, तो संबंधित पंक्ति के सामने दिये गये सभी वृत्तों को खाली छोड़ दें। ऐसे प्रश्नों पर शून्य अंक दिये जायेंगे।
11. रफ कार्य के लिए प्रश्न-पुस्तिका के मुखपृष्ठ के अंदर वाला पृष्ठ तथा उत्तर-पुस्तिका के अंतिम पृष्ठ का प्रयोग करें।
12. परीक्षा के उपरान्त केवल ओ एम आर उत्तर-पत्र परीक्षा भवन में जमा कर दें।
13. परीक्षा समाप्त होने से पहले परीक्षा भवन से बाहर जाने की अनुमति नहीं होगी।
14. यदि कोई अभ्यर्थी परीक्षा में अनुचित साधनों का प्रयोग करता है, तो वह विश्वविद्यालय द्वारा निर्धारित दंड का/की, भागी होगा/होगी।