

# Sample Paper

## Tourism and Hotel Management

Max. Marks 100

Attempt all 50 questions, each question carries 02 marks. There is no negative marking. Please mark the correct answer as A/B/C/D at appropriate place, on the right hand side of the question, in blue or black ink.

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1. Where the World Tourism Day - 2011 is being celebrated?  
(A) China (B) India  
(C) Egypt (D) Singapore [     ]
  
2. UFTAA is:  
(A) Universal Federation of Travel Agency Association  
(B) United Federation of Travel Agents Association  
(C) Universal Federation of Travel Agents Association  
(D) Union Federation of Travel Agency Association [     ]
  
3. What is the full form of TPM?  
(A) Ticketed Permitted Mileage (B) Ticketed Point Mileage  
(C) Ticketing Permitted Mileage (D) Ticketing Point Mileage [     ]
  
4. According to the ministry of tourism, heritage hotels are those building/ castles/havelis that were built prior to  
(A) 1980 (B) 1950  
(C) 1961 (D) 1947 [     ]
  
5. A sample must not be:  
(A) representative of the population  
(B) Adequate for the purpose of study/research  
(C) Having the same nature as that of the elements of the universe  
(D) None of these [     ]
  
6. Which one of these would not be studied while assessing the tourism demand?  
(A) Occupancy rates (B) tourist arrivals  
(C) hotel rooms (D) use of resorts [     ]
  
7. Match the list-I with list- II  
(a) downtown hotel (i) in the heart of the city  
(b) sub urban hotel (ii) in the hills or beaches  
(c) resort hotel (iii) quieter surroundings  
(d) inns (iv) smaller in size  
codes:  
(a) (b) (c) (d)  
(A) (i) (iii) (ii) (iv)  
(B) (iii) (iv) (ii) (i)

- (C) (ii) (i) (iii) (iv)  
 (D) (ii) (iii) (i) (iv) [ ]
8. 'Auli' is famous for:  
 (A) Temple (B) Handicraft  
 (C) skiing (D) water sports [ ]
9. Identify the hotel with ecotel certification in India-  
 (A) Morya Sheraton, Delhi (B) Tulip Hotel, Mumbai  
 (C) Orchid Hotel, Mumbai (D) Taj Mahal Intercontinental, Mumbai [ ]
10. Identify the correct sequence:  
 (A) Marketing approach, societal approach, Selling approach, Product approach, Production approach  
 (B) Production approach, product approach, selling approach, marketing approach Societal approach  
 (C) Societal approach, selling approach, product approach, production approach, Marketing approach  
 (D) Selling approach, product approach, marketing approach, societal approach Production approach [ ]
11. Project feasibility status evaluates  
 (A) Technical feasibility  
 (B) Economic and social feasibility  
 (C) Technical and economic feasibility  
 (D) (A) and (B) both [ ]
12. 'Tourism leakage' is  
 (A) Paying for imported goods that are used for the service delivery for travelling public  
 (B) Economic disparagement  
 (C) Gap between import and export  
 (D) Taxes collected through tourism [ ]
13. Dividend yield is:  
 (A) Last year's dividend/ last year's market price share  
 (B) Current dividend/ current market price share  
 (C) Current investment/ current market price of share  
 (D) Current asset/ current market price of share [ ]
14. Accounting rate on return capital budgeting is:  
 (A) Average income/ average investment  
 (B) Average revenues/ average investment  
 (C) Average income/ average expenditure  
 (D) Total income/ total expenditure [ ]
15. 'OAG' is the important international guide in air passenger transportation worldwide. Here 'O' means:  
 (A) Original (B) official  
 (C) Ordinary (D) occupied [ ]
16. The process and result of interaction between different cultures is described as -----  
 (A) Acculturation (B) acclimatization  
 (C) Familiarization (D) naturalization

- [      ]
17. Match the list-I with list- II
- |                           |                  |
|---------------------------|------------------|
| (a) $Q_3 - Q_1/2$         | (i) coeff of Q.D |
| (b) $Q_3 - Q_1/Q_3 + Q_1$ | (ii) Q.D         |
| (c) $\sum  D /N$          | (iii) C.V        |
| (d) $\sigma/x \times 100$ | (iv) M.D         |
- codes:
- |           |       |       |       |
|-----------|-------|-------|-------|
| (a)       | (b)   | (c)   | (d)   |
| (A) (ii)  | (i)   | (iv)  | (iii) |
| (B) (iii) | (iv)  | (ii)  | (i)   |
| (C) (i)   | (ii)  | (iii) | (iv)  |
| (D) (ii)  | (iii) | (i)   | (iv)  |
- [      ]
18. The inventory turn over ratio is arrived at by dividing
- (A) Cost of goods sold by cost of goods purchased
- (B) Cost of goods sold by the average inventory
- (C) Average accounts payable by cost of goods sold
- (D) Total accounts payable by total cost of goods sold
- [      ]
19. Discounted cash flow is a valuation approach where:
- (A) The estimated value of a financial asset is the past value of asset's expected future cash flows
- (B) The estimated value of a financial asset is the present value of asset's expected future cash flows
- (C) The estimated value of a physical asset is the present value of asset's expected future cash flows
- (D) The estimated value of a financial asset is the past value of asset's expected future cash flows
- [      ]
20. Match the list-I with list- II
- |   |                                  |
|---|----------------------------------|
| (a) Break even analysis                                     | (i) internal rate of return      |
| (b) Equating the present value of all cash flows to zero    | (ii) profit volume determination |
| (c) net cash flows from any change in operating revenues    | (iii) sunk cost                  |
| (d) an outlay incurred before making an investment decision | (iv) operating cash flows        |
- codes:
- |           |       |       |       |
|-----------|-------|-------|-------|
| (a)       | (b)   | (c)   | (d)   |
| (A) (ii)  | (i)   | (iv)  | (iii) |
| (B) (iii) | (iv)  | (ii)  | (i)   |
| (C) (i)   | (ii)  | (iii) | (iv)  |
| (D) (ii)  | (iii) | (i)   | (iv)  |
- [      ]
21. Match the list-I with list- II
- |             |  |
|-------------|--|
| (a) floatel | (i) accommodation provided by railway bogies   |
| (b) rotel   | (ii) accommodation provided on floating bodies |
| (c) motel   | (iii) accommodation provided way sides         |
| (d) aportel | (iv) accommodation provided at apartments      |
- codes:
- |           |       |      |     |
|-----------|-------|------|-----|
| (a)       | (b)   | (c)  | (d) |
| (A) (iv)  | (iii) | (ii) | (i) |
| (B) (iii) | (iv)  | (ii) | (i) |

- (C) (ii) (i) (iii) (iv)  
 (D) (ii) (iii) (i) (iv) [ ]

22. Tourism became a part of the Indian planning only in the:  
 (A) First five year planning  
 (B) Second five year planning  
 (C) Third five year planning  
 (D) Forth five year planning [ ]

23. To fix the price of any article Rs. 99.90 instead of 100 is a policy of  
 (A) Promotional pricing (B) psychological pricing  
 (C) Customary pricing (D) none of the above [ ]

24. Match the list-I with list- II  
 (a) run test (i) parametric  
 (b) X<sup>2</sup> (Chi) square test (ii) non- parametric  
 (c) T- test (iii) parametric  
 (d) F - test (iv) non- parametric  
 codes:  
 (a) (b) (c) (d)  
 (A) (i) (iii) (ii) (iv)  
 (B) (iii) (iv) (ii) (i)  
 (C) (ii) (iv) (i) (iii)  
 (D) (ii) (iii) (i) (iv) [ ]

25. maitre d' hotel works in  
 (A) Housekeeping (B) front office  
 (C) Restaurant (D) kitchen [ ]

26. ITDC was set up in the year  
 (A) 1962 (B) 1966  
 (C) 1974 (D) 1972 [ ]

27. Grand Trunk road was got constructed by  
 (A) Akbar (B) Sher Shah Suri  
 (C) Harshvardhana (D) Britishers [ ]

28. Match the list-I with list- II  
 (a) Decentralization (i) the act of punishing subordinates  
 (b) Coercive power (ii) dispersal of decision making authority  
 (c) Splintered authority (iii) responsibility of staffing in an organisation  
 (d) CEO (iv) decision made by pooling together managers

- codes:  
 (a) (b) (c) (d)  
 (A) (ii) (i) (iv) (iii)  
 (B) (iii) (iv) (ii) (i)  
 (C) (ii) (iv) (i) (iii)  
 (D) (ii) (iii) (i) (iv) [ ]

29. Which of the following forecasting methods draws on group consensus of expert opinion?  
 (A) Delphi (B) extrapolation

- (C) Regression analysis (D) correlation analysis [ ]
30. The lodging facilities found at spas and other health resorts are called as  
 (A) Matels (B) Sanatoria  
 (C) Rotels (D) Condominiums [ ]
31. Traditional lodging facilities for Christian pilgrims at Europe are called  
 (A) Hospics (B) Hokke Club  
 (C) Madrassas (D) Dharmashalas [ ]
32. A room with a sofa – cum – bed is called  
 (A) Cabana (B) Quad  
 (C) Duplex Suite (D) Studio [ ]
33. The official rate of the on a given day is called  
 (A) Trade Rate (B) Crib Rate  
 (C) Rack Rate (D) Package Rate [ ]
34. Red Fort at Delhi has got constructed by  
 (A) Akbar (B) Shahjahan  
 (C) Babar (D) Jahangir [ ]
35. Lord Buddha attained *nirvana* at  
 (A) Lumbini (B) Gaya  
 (C) Kushinagar (D) Kapilvastu [ ]
36. Marketing Myopia is a feature of which philosophy of Marketing?  
 (A)Product Concept (B) Production Concept  
 (C) Selling Concept (D) Societal Marketing Concept [ ]
37. In which year Rajasthan Tourism Development Corporation was established?  
 (A) 1966 (B) 1979  
 (C) 1987 (D) 1960 [ ]
38. Desert Triangle is  
 (A) Jodhpur, Jaisalmer, Bikaner (B) Jodhpur, Jaisalmer, Ajmer  
 (C) Jodhpur, Bikaner, Jaipur (D) Bikaner, Barmer, Dungepur [ ]
39. Osian, the famous Jain temple is situated at  
 (A) Jaipur (B) Jodhpur  
 (C) Ajmer (D) Udaipur [ ]
40. One of the meals + breakfast+ room is included in which plan?  
 (A) MAP (B) AP  
 (C) EP (D) CP [ ]
41. 'Champagne' is which kind of wine?  
 (A) Still Wine (B) Sparkling Wine  
 (C) Aromatised wine (D) Fortified Wine [ ]
42. The Optimum Arousal Theory was given by  
 (A) Iso - Ahola (B) Pearce  
 (C) Plog (D) Maslow [ ]

43. The first National Tourism Policy was framed in  
 (A) 1962 (B) 1972  
 (C) 1982 (D) 1992 [ ]
44. AMTRAK train facility is provided at  
 (A) USA (B) Europe  
 (C) Australia (D) Britain [ ]
45. Presently Rajasthan is receiving ..... % share of foreign tourist arrival in India  
 (A) 30 -35 (B) 25 -30 (C) 20 -25 (D) 15 -20 [ ]
46. Which of these is not available in in-flight menu?  
 (A) beer (B) red wine (C) white wine (D) cigarette [ ]
47. Match the list-I with list- II  
 (a) Explorers (i) plan their itineraries and may use travel agents  
 (b) Drifters (ii) need new experiences  
 (c) Allocentric (iii) do not desire change while travelling  
 (d) Psychocentric (iv) back packer group  
 code: (a) (b) (c) (d)  
 (A) (i) (iv) (ii) (iii)  
 (B) (iii) (iv) (ii) (i)  
 (C) (i) (ii) (iii) (iv)  
 (D) (ii) (iii) (iv) (i) [ ]
48. Match the list-I with list- II  
 (a) Mehrangarh Fort (i) Jodhpur  
 (b) Sonar Fort (ii) Jaisalmer  
 (c) Lohagarh Fort (iii) Bharatpur  
 (d) Taragarh Fort (iv) Ajmer  
 codes:  
 (a) (b) (c) (d)  
 (A) (i) (iv) (ii) (iii)  
 (B) (iii) (iv) (ii) (i)  
 (C) (i) (ii) (iii) (iv)  
 (D) (ii) (iii) (iv) (i) [ ]
49. Star classification of hotels in India is done by  
 (A) FHRAI (B) HRACC  
 (C) TAAI (D) none of the above [ ]
50. Doxey's irridex theory is given on which topic?  
 (A) Destination planning (B) Indian Railway  
 (C) Indian Roadways (D) None of the above [ ]