

National Testing Agency

Question Paper Name: 5288Tourism and Hospitality Services Management30th June 2019 Shift 2
Subject Name: Tourism and Hospitality Services Management
Creation Date: 2019-06-30 18:16:51
Duration: 180
Total Marks: 100
Display Marks: Yes

Tourism and Hospitality Services Management

Group Number : 1
Group Id : 489994209
Group Maximum Duration : 0
Group Minimum Duration : 120
Revisit allowed for view? : No
Revisit allowed for edit? : No
Break time: 0
Group Marks: 100

Tourism and Hospitality Services Management

Section Id : 489994265
Section Number : 1
Section type : Online
Mandatory or Optional: Mandatory
Number of Questions: 100
Number of Questions to be attempted: 100
Section Marks: 100
Display Number Panel: Yes
Group All Questions: No

Sub-Section Number: 1
Sub-Section Id: 489994289
Question Shuffling Allowed : Yes

Question Number : 1 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

How the tourism service provider's address to the problem associated with intangibility and heterogeneity?

- (a) By incorporating appropriate physical evidence and word-of-mouth
- (b) By using proper service escapes and service quality
- (c) By using physical evidence and customizing services
- (d) By standardizing services

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 2 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is not a post-trip behavioural consequence related to a tourist dissatisfied with the trip?

- (a) Increased share-of-wallet
- (b) Negative word-of-mouth
- (c) No repeat visit decision
- (d) Decreased affinity with the destination

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 3 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Expectations, disconfirmations and emotions are issues related to:

- (a) Van Dolens' s theory of consumer satisfaction
- (b) Oliver' s cognitive-affective model
- (c) Herzberg' s motivational theory
- (d) None of the above

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 4 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

PRASAD scheme is an abbreviation of which of the following

- (a) Pilgrimage Rejuvenation and Spiritual Augmentation Drive
- (b) Pilgrimage Revival and Social Awareness Development
- (c) People Religious and Social Awareness Drive
- (d) People Rejuvenation and Spiritual Awareness Drive

Options :

1. 1
2. 2

3. 3

4. 4

Question Number : 5 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Brahma Sarovar-Jyotisar-Narkatari-Sanhit Sarovar-Kurukshetra city are part of which of the following circuit

- (a) Spiritual Circuit
- (b) Ramayana Circuit
- (c) Krishna Circuit
- (d) Buddha Circuit

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 6 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is not a theme based circuit included in the Swadesh Darshan Scheme

- (a) Wildlife Circuit
- (b) Nilgiri Circuit
- (c) Rural Circuit
- (d) Spiritual Circuit

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 7 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which city in China is called "Sleepless City"?

- (a) Chengdu
- (b) Guangzhou
- (c) Shanghai
- (d) Beijing

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 8 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is not an attraction of Malaysia?

- (a) Marina Island
- (b) Penang
- (c) George Town
- (d) Sentosa Island

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 9 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The famous Wat Pho temples re located in which country?

- (a) Singapore
- (b) Malaysia
- (c) Thailand
- (d) China

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 10 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The world climate is not affected by

- (a) Latitude
- (b) Altitude
- (c) Longitude
- (d) Situation of Major water bodies

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 11 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the country doesn't follow Daylight Saving Time?

- (a) France
- (b) UK
- (c) Russia
- (d) China

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 12 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

International flight timings are mentioned in

- (a) GMT
- (b) UTC
- (c) Standard time
- (d) Local times

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 13 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

SEIS stands for _____

- (a) Standard Export Import Services
- (b) Scheme for Exports and Import of Services
- (c) Services Exports from India Scheme
- (d) None of the above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 14 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In the financial year 1996-97, service sector's contribution to India's GDP

was _____percent

- (a) 3.5 percent
- (b) 8.6 percent
- (c) 4.2 percent
- (d) 9.5 percent

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 15 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Agriculture comes under _____ sector

- (a) Primary Sector
- (b) Secondary Sector
- (c) Tertiary Sector
- (d) None of the above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 16 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Calendar machine is used in hotel laundry for---

- (a) Monitoring date and time
- (b) Ironing and folding
- (c) Washing and drying
- (d) Hydro-extracting

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 17 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Carpet shampooing is an example of---- cleaning (frequency)

- (a) Quarterly cleaning
- (b) Monthly cleaning
- (c) Weekly cleaning
- (d) Fortnightly cleaning

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 18 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Pest control is an example of—

- (a) Bacteriologically clean
- (b) Physically clean
- (c) Chemically clean
- (d) Entomologically clean

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 19 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

During cleaning, dusting is done—

- (a) After sweeping
- (b) Before vacuum cleaning
- (c) After vacuum cleaning
- (d) None of these

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 20 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Deferred Demand is a demand unfulfilled because of a

- (a) Problem with the individual
- (b) Illness
- (c) Poverty
- (d) Problem in the supply environment

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 21 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

_____ measures the percentage of the population who takes at least one tourism trips in a given period of time.

- (a) Gross Travel Propensity
- (b) Net Travel Propensity
- (c) Travel Frequency
- (d) None of the above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 22 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

An un-weighted average method of a consecutive number of data points for tourism demand forecasting is:

- (a) Naïve Method
- (b) Simple Moving Average
- (c) Exponential smoothing
- (d) Weighted Moving Average

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 23 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which type of research is current industry problem solving?

- (a) Basic research
- (b) Empirical research
- (c) Applied research
- (d) Post Hoc research

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 24 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The possible types of variables in a conclusive research are -----

- (a) Dependent Variable
- (b) Independent Variable
- (c) Moderating and Intervening Variable
- (d) All of the above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 25 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Following is not the Scale on which data is collected for research studies.

- (a) Nominal Scale
- (b) Ordinal Scale
- (c) Interval scale
- (d) Hypothesis

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 26 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which type of tourism is travelling to marginalised and impoverished areas?

- (a) Ecotourism
- (b) Business tourism
- (c) Agri tourism
- (d) Ghetto Tourism

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 27 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Name the type of tourists who are out going, experience seekers, risk taking people, curious and mainly explorers.

- (a) Cultural tourists
- (b) Allocentric
- (c) Medical tourist
- (d) None of the above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 28 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Name the one who totally disconnect from routine and look for rest and recharge.

- (a) Rejuvenator
- (b) Mass tourist
- (c) Business tourist
- (d) Agri Tourist

Options :

- 1. 1
- 2. 2
- 3. 3

4. 4

Question Number : 29 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Ginger hotels are owned and operated by a separate subsidiary named as

- (a) RCL
- (b) IHCL
- (c) ITC
- (d) IHG

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 30 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which sub brand of the Taj Group focuses on the niche and high end clientele?

- (a) The Gateway Hotels
- (b) Vivanta by Taj
- (c) The Ginger Hotels
- (d) The Taj Palaces and Resorts

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 31 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The first Ginger hotel came up in which city of India?

- (a) Chennai
- (b) Hyderabad
- (c) Jaipur
- (d) Bangalore

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 32 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A chart which indicates the Occupancy percentage needed to achieve equivalent net revenue, at different levels of discounts, is called

- (a) Compensation chart
- (b) Discount grid
- (c) Grid chart
- (d) Equivalent Occupancy chart

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 33 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Revenue generated, minus the cost of sales made, which is available for contributing towards fixed costs and profits is called:

- (a) Contribution margin
- (b) Net profit
- (c) Gross operating profit
- (d) Marginal profit

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 34 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

There is a practice adopted by travel agents and Tour operators to reserve more rooms in hotels than they would actually end up using. Hotels using revenue management programs proactively reduce a fraction of the rooms demanded by such businessman. This factor is called as the:

- (a) Wash factor
- (b) Wow factor
- (c) Insurance factor
- (d) Correction factor

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 35 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Vitamins and minerals in the diet, since they are required by the body in small quantities are known as:

- (a) Trace elements
- (b) Micro nutrients
- (c) Mini nutrients
- (d) Miniscule elements

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 36 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Since Water and Minerals are not derived from either plant or animal origins, unlike all other are collectively called the

- (a) Inorganic nutrients
- (b) Natural nutrients
- (c) Organic nutrients
- (d) Non living nutrients

Options :

1. 1
2. 2
3. 3
4. 4

Question Number : 37 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is not a principle of menu planning?

- (a) Principle of gastronomy
- (b) Principles of nutrition
- (c) Principle of affordability
- (d) Principle of design

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 38 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

India still faces the following major issues that hinders with growth of the industry

- (a) Bureaucracy and red-tapism
- (b) High excise duty on imports
- (c) Lack of infrastructure in terms of proper roadways, electricity, etc
- (d) All of the above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 39 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The following is a disadvantage of outsourcing services.

- (a) Allows organizations to focus on their core competencies
- (b) Helps reduce organizational costs
- (c) More complex supervision
- (d) A more competent company manages the services

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 40 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which country has the highest share of service sectors in GDP?

- (a) Zimbabwe
- (b) USA
- (c) India
- (d) China

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 41 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Soft fruit cooked with sugar and reduced to a smooth sauce consistency

- (a) Coulis
- (b) Jam
- (c) Confiture
- (d) Salsa

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 42 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A process where the butter and sugar are beaten till light and fluffy

- (a) Pinning
- (b) Creaming
- (c) Whipping
- (d) None of these

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 43 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Method of gently combining dry ingredients to the liquid ones or vice versa

- (a) Mixing
- (b) Whisking
- (c) Folding
- (d) Spreading

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 44 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Cream and chocolate heated together, cooled and then whipped up to a creamy consistency that is used as filling in cakes and pastries

- (a) Ganache
- (b) Truffle
- (c) Cremaux
- (d) Chocolate sauce

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 45 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is a frozen dessert?

- (a) Sorbet
- (b) Gelato
- (c) Glace
- (d) All of the above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 46 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

An icing made from egg whites and icing sugar, often used for filigree work

- (a) Fondant
- (b) Frosting
- (c) Cream
- (d) Meringue

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 47 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Jetavana Monastery is located at.....

- (a) Lumbini
- (b) Kausambi
- (c) Kushinagar
- (d) Sravasti

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 48 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

With which of the following site Mulgandhkuti Vihar is associated

- (a) Sarnath
- (b) Sankasya
- (c) Nalanda
- (d) Piprahwa

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 49 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

With which of the following Buddhist site Sariputra Stupa is associated

- (a) Vaishali
- (b) Kausambi
- (c) Sravasti
- (d) Nalanda

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 50 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Public Relations in tourism involve communicating and maintaining good relations with.....

- (a) Tourists
- (b) Hosts
- (c) All stakeholders
- (d) Government

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 51 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Providing social amenities and utilities to general public by a tourism firm is an example of.....

- (a) News
- (b) Advertorials
- (c) FOM tours
- (d) FAM tours

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 52 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is not an objective of PR of a tourism firm?

- (a) Building goodwill
- (b) Building good image
- (c) Reaching mass market
- (d) Counter negative publicity

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 53 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following affects tourism product development?

- (a) Artificial intelligence
- (b) Internet of Things
- (c) Virtual Reality
- (d) All the above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 54 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Smith model of tourism production function is.....

- (a) Primary Inputs- Intermediary Inputs (facilities)- intermediary Inputs (services)- final output (Experiences)
- (b) Primary Inputs- Intermediary Inputs (Experiences) - intermediary Inputs (services)- final output (facilities)
- (c) Primary Inputs- Intermediary Inputs (services) - intermediary Inputs (facilities) - final output (Experiences)
- (d) Primary Inputs- Intermediary Inputs (facilities)- intermediary Inputs(Experiences) - final output (services)

Options :

- 1. 1
- 2. 2
- 3. 3

Question Number : 55 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Market testing of tourism offer is.....

- (a) Testing product among real tourists
- (b) Testing product along with distribution and marketing plan
- (c) Testing technical aspects of product
- (d) Testing marketing aspects of product

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 56 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

For large hotel companies that have a wide variety of properties, grouping them into brands can.....

- (a) Unify them into more easily recognizable smaller groups
- (b) Enable each branded group to be targeted at defined market segments
- (c) Enable product delivery, including human resource management, to be focused on creating a specific set of benefits for a specific market
- (d) All the above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 57 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Destination brands must.....

- (a) Resonate with customer
- (b) Be deliverable
- (c) Both A & B
- (d) Neither A nor B

Options :

- 1. 1
- 2. 2

3. 3

4. 4

Question Number : 58 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Marriott Hotel is associated with Pizza-Hut. This is an example of.....

- (a) Strategic alliance
- (b) Joint venture
- (c) Co-branding
- (d) Technical collaboration

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 59 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following country was ranked amongst the top ten spenders in world tourism till 2011, but failed to maintain its position amongst top ten spenders beyond 2012?

- (a) German
- (b) United Kingdom
- (c) France
- (d) Japan

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 60 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of region of the world has retained top position in both international arrivals and receipts?

- (a) East Asia and Pacific
- (b) Europe
- (c) Middle East
- (d) Americas

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 61 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which Asian country is ranked among the first five countries in the world in terms of international tourism receipts in 2015?

- (a) Thailand
- (b) Hong Kong
- (c) Malaysia
- (d) Indonesia

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 62 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

WTTC stands for what?

- (a) World Traveller and Tourism Council
- (b) World Travel and Tourism Council
- (c) World Travel and Tourist Council
- (d) World Travel and Tourism Cooperation

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 63 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

IATA code for Jet Airways is?

- (a) G8
- (b) 9W
- (c) JA8
- (d) 6E

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 64 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which was the first country to include “Responsible Tourism” in its national tourism Policy?

- (a) Canada
- (b) India
- (c) Madagascar
- (d) South Africa

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 65 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which organization has won World Travel Awards trophy for North American responsible tourism in 2018?

- (a) Abu Dhabi Tourism & Culture Authority
- (b) National Ferries Company
- (c) Thompson Okanagan Tourism Association
- (d) Abu Dhabi Falcon Hospital

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 66 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which organization prepared the brochure titled "The Responsible Tourist and Traveller" to guide travellers in making their behaviour ever more responsible?

- (a) World Committee on Tourism Ethics
- (b) The International Centre for Responsible Tourism
- (c) International Social Tourism Organization
- (d) Italian Association for Responsible Tourism

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 67 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

When was the Montreal Declaration -Towards a humanist and social vision of tourism adopted by BITS?

- (a) 1998
- (b) 1996
- (c) 2006
- (d) 2017

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 68 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Where was the concept of youth hostels originated?

- (a) England
- (b) USA
- (c) Belgium
- (d) Germany

Options :

- 1. 1
- 2. 2
- 3. 3

4. 4

Question Number : 69 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Under which model of social tourism the tourism product will undergo changes to cater the needs of the specified target groups?

- (a) Participation model
- (b) Inclusion model
- (c) Adaptation model
- (d) None of the above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 70 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Push factors in Tourism are

- (a) Facilities
- (b) Prestige
- (c) Services
- (d) None of the above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 71 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which one of the component is a part of Leiper's Model (1979)?

- (a) Tourist Consuming Region
- (b) Tourist Assessment Region
- (c) Host-Guest Region
- (d) Tourist Generating Region

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 72 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

How many regions are including in Leiper's Model (1979)?

- (a) 03
- (b) 02
- (c) 04
- (d) 05

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 73 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Safety includes.....

- (a) Protecting guests
- (b) Protecting employees
- (c) Protecting hotel property
- (d) All of the above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 74 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The top safety features of hotels include.....

- (a) Emergency plan, Fire prevention systems and CCTV
- (b) Elevators
- (c) Escalators
- (d) None of these

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 75 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Traits are required of hotel security staff.....

- (a) Professionalism
- (b) well-groomed
- (c) Courageous
- (d) All of the above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 76 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Indian restaurant industry is booming because of.....

- (a) Use of spices
- (b) Rising disposable income
- (c) Mobile phones
- (d) All of the above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 77 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Pizza Hut and Burger King are which of the following types of restaurants?

- (a) QSR
- (b) Fine dining
- (c) Hotel restaurants
- (d) None of the above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 78 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Innovations in the restaurant industry are taking place because of.....

- (a) Mechanization
- (b) Innovative products
- (c) Mobile Apps
- (d) All of the above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 79 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Factors required to be considered when planning a strategy include.....

- (a) Environment
- (b) Internal culture
- (c) Competitors
- (d) All of the above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 80 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Internal analysis of firm involves.....

- (a) Evaluation of firm's financial performance
- (b) Understanding the firm's weak areas for improvement
- (c) Evaluating what resources & competences are required to be developed
- (d) All of the above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 81 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

----- refers to the actions taken in an effort to help an organization fulfil
its intended purpose.

- (a) Strategy
- (b) Marketing
- (c) Sales
- (d) All of the above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 82 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Tick the odd one out-

**The effective implementation of HACCP will enhance the ability of
companies to**

- (a) Protect and enhance brands and private labels
- (b) Promote consumer confidence
- (c) Educate the consumers
- (d) Conform to regulatory and market requirements

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 83 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Food waste is a problem that does not disturb.....

- (a) Food manufacturers
- (b) Grocery stores
- (c) Forests
- (d) Restaurants

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 84 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

If not taken into account on a serious basis, poor sanitation and hygiene can lead to.....

- (a) Food Poisoning
- (b) Contaminated surrounding leading to diseases
- (c) Legal actions by the health department against the organisation
- (d) All of the above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 85 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Blockchain is a.....

- (a) Chain of messages
- (b) Public ledger
- (c) List of sales records
- (d) Collection of rooms for a group

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 86 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

People-recognition technologies are some new measures, which could use.....

- (a) Fingerprint
- (b) Voice
- (c) Iris readers
- (d) All of the above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 87 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is not an obstacle that a hotel must resolve so as to have a successful implementation of technology?

- (a) Integration related glitches
- (b) Employee training
- (c) Space
- (d) Issues related to connectivity

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 88 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which hotel was the first to use robots in front desk?

- (a) The Henn Na Hotel in Japan
- (b) The Leela hotel in Bangalore
- (c) Fairfield hotel in London
- (d) Orchid hotel in china

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 89 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is an itinerary according to the front office?

- (a) An itinerary is a schedule of events relating to planned travel, generally including destinations and means of transportation.
- (b) An itinerary is a list of employees, and associated information e.g. location, working times, responsibilities for a given time period.
- (c) An itinerary is a list of all items within a particular area.
- (d) An itinerary is composed of hotels working with the bank, often in matters of mergers and acquisitions.

Options :

- 1. 1
- 2. 2

3. 3

4. 4

Question Number : 90 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which department is responsible for delivering of the newspaper in the hotel?

- (a) Concierge
- (b) Bell Desk
- (c) Reservations
- (d) Business Centre

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 91 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is Contribution Margin?

- (a) It is the difference between Menu Price and Food Cost
- (b) It is the selling price of the dish at which it is being sold in the menu
- (c) Percentage of income generated by a menu item against the total net income
- (d) The cost price of each dish multiplied by the number sold

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 92 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is the formula for obtaining an actual food cost percentage accurately?

- (a) $(\text{Total food cost} \div \text{Expenditure}) \times 100 = \text{Food cost percentage}$
- (b) $(\text{Total food cost} \div \text{Sales}) = \text{Food cost percentage}$
- (c) $(\text{Total food cost} \div \text{Costing}) \times 100 = \text{Food cost percentage}$
- (d) $(\text{Total food cost} \div \text{Sales}) \times 100 = \text{Food cost percentage}$

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 93 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In menu engineering what are dogs?

- (a) Dogs are the items in the menu that are low in popularity and also, low in contribution
- (b) Dogs are those items on the menu that are high on profitability but low on the popularity
- (c) Dogs are those items on the menu that are high on contribution margin and very popular
- (d) Dogs are those items on the menu that are low in contribution margin but are high on popularity

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Number : 94 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What does Overbooking means in Airline Revenue Management?

- (a) When more passengers are booked on a flight than the available seats
- (b) Excess bookings are done when the fares are low
- (c) Excess bookings are done when the fares are high
- (d) When travel agents booking exceeds his assigned limits

Options :

- 1. 1
- 2. 2

3. 3

4. 4

Question Number : 95 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What does the term EMSR stands for?

- (a) Express marginal seat revenue
- (b) Expected marginal seat revenue
- (c) Expected marginal seat ratio
- (d) None of the above

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 96 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is an advantage of having an Airline Revenue Management strategy?

- (a) Project management become more efficient
- (b) Airline is able to use all its assets
- (c) It is a useful accounting system
- (d) It is easier to predict the customer demand/behaviour

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 97 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of on the following is TRUE about the Airline Cancellation and No-Show rate?

- (a) Considered to establish price
- (b) It is used by airport check-in staff
- (c) First consideration in developing the overbooking
- (d) Used by the audit team to assess the staff strength

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 98 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

How the passenger load factor (LF) calculated for the flight?

- (a) $LF = RPK / ASK$
- (b) $LF = ASK / RPK$
- (c) $LF = ASM / RPM$
- (d) None of the above

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 99 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

With which of the following site one can visit Bimbsar Jail?

- (a) Rajgir
- (b) Nalanda
- (c) Vaishali
- (d) Kausambi

Options :

1. 1

2. 2

3. 3

4. 4

Question Number : 100 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Kausambi is famous for.....

- (a) Bodhi Temple
- (b) Dhamekh Stupa
- (c) Goshitaram vihar
- (d) Kachhi- Kutti

Options :

1. 1

2. 2

3. 3

