

010320			
पेपर का नाम Name of the Paper	Tourism and Travel Management		पेपर कोड Paper Code
रोल नं. Roll No.	अभ्यर्थी का नाम Name of Candidate		
केन्द्र का नाम Name of the Centre	अभ्यर्थी के हस्ताक्षर Signature of Candidate		

क्र. सं./Serial No.

समय : 2 घंटे

अधिकतम अंक: 100

Time: 2 Hours

Maximum Marks: 100

अभ्यर्थियों के लिए अनुदेश

- अभ्यर्थी (i) इस प्रश्नपत्र पुस्तिका और (ii) अलग से दिया गया ओएमआर उत्तर-पत्रक पर अपना रोल नं. लिखें और निर्धारित स्थानों पर अपने हस्ताक्षर भी करें।
- इस प्रश्नपत्र पुस्तिका में इस कवर पृष्ठ के अलावा कुल 100 प्रश्न हैं। रफ कार्य करने के लिए प्रश्न पत्र के अन्त में उपलब्ध खाली पृष्ठों का प्रयोग करें।
- प्रत्येक प्रश्न के लिए चार वैकल्पिक उत्तर (क), (ख), (ग) और (घ) दिए गए हैं। अभ्यर्थी जिस एक उत्तर को सही समझता है, उसका चयन करने के बाद उत्तर-पत्रक में गोला को अंकित करे/रंगे।
- गोला को रंगने के लिए काला/नीला बॉल पेन का प्रयोग करें।
- निम्नलिखित उदाहरण देखें।
उदाहरण
1. 20 और 12 का जोड़ होता है
(क) 32 (ख) 38 (ग) 31 (घ) 34
उपयुक्त प्रश्न का सही उत्तर (क) है, जिसे ओएमआर उत्तर-पत्रक में निम्नलिखित रूप में अंकित करें:

1	<input checked="" type="radio"/>	ख	ग	घ
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- आधा रंगा हुआ, हल्के रूप से अंकित, गोला में सही या गलत के निशान को ऑप्टिकल स्कैनर द्वारा इसे गलत उत्तर के रूप में पढ़ा जाएगा और इसे गलत माना जाएगा।
- परीक्षा कक्ष छोड़ने से पहले ओएमआर उत्तर पुस्तिका निरीक्षक को अवश्य सौंप दें।
- ओएमआर उत्तर पत्र को सीधे रखें। इसे मोड़ें आदि नहीं।
- सभी प्रश्न अनिवार्य हैं, प्रत्येक प्रश्न एक अंक का है।
- कैलकुलेटर/मोबाइल/कोई भी इलेक्ट्रॉनिक मद/आपत्तिजनक सामग्री के प्रयोग की अनुमति नहीं है।

INSTRUCTIONS TO THE CANDIDATES

- Candidate is required to write his/her Roll Number in (i) this Question Booklet and (ii) OMR Answer Sheet supplied separately; and also put his/her signature at the places provided for the purpose.
- This Question Booklet consists of this cover page, and a total 100 items. Use Blank pages available at the end of Question Booklet for rough work.
- There are four alternative answers to each item marked as (a), (b), (c) and (d). The candidate will select one of the answers that is considered to be correct by him/her. He/She will mark the answer considered to be correct by filling the circle.
- Use black/blue point pen to darken the circle.
- See the following illustrations.
Illustration:
1. The sum of 20 and 12 is
(a) 32 (b) 38 (c) 31 (d) 34
The Correct answer of item 1 is (a), which should be marked in OMR Answer Sheet as under:

1	<input checked="" type="radio"/>	b	c	d
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- Half filled, faintly darkened, ticked or crossed circles will be read as wrong answers by the optical scanner and will be marked as incorrect.
- The OMR Answer Sheet must be handed over to the invigilator before the candidate leaves the Examination Hall.
- Keep OMR Sheet straight. Do not fold it.
- All questions are compulsory, each question carries one mark.
- Use of calculator/mobile/any electronic item/objection material is NOT permitted.

परीक्षा नियंत्रक

कृपया नोट करें कि अर्थ विभेद/दुविधा की स्थिति में अंग्रेजी में छपे प्रश्न को अंतिम माना जाएगा।

Controller of Examination

Please note that in case of any confusion, the question printed in English may be considered final.

1. In travel research ----- is the tendency of an individual who apt to live more, for the moment and will be more spenders

- (a) Impulsivity (b) Intellectualism
(c) Self Confidence (d) Venturesomeness

2. To evaluate whether travellers answer questions in predicted direction ----- validity is used in tourism research

- (a) Face (b) Criterion
(c) Construct (d) None of the Above

3. In tourism research study of changes brought about by contact between different people was developed as ----- theory

- (a) Game (b) Acculturation
(c) Evolutionary (d) Demographic

4. The basic equation in tourism advertising conversion research studies, conversion is equal to -

- (a) Visitors/Inquirers (b) Inquirers x Visitors
(c) Inquirers/Visitors (d) Inquirers + Visitors

5. ----- are commonly employed in analysis and prediction of tourist behaviour

- (a) Quantitative Models (b) Conjoint Analysis
(c) Qualitative Models (d) Trade Off Matrix

6. In tourism research ----- provides a methodology that falls between unstructured focus groups techniques and structured survey methods

- (a) Delphie Method (b) Dynamic Model
(c) NGT (d) Normative Model

7. ----- research is used very often to generate hypotheses to suggest solutions to marketing problems

- (a) Quantitative (b) Qualitative
(c) Marketing (d) Business

8. Longitudinal studies of tourists can be classified broadly in to ----- types

- (a) 2 (b) 3 (c) 4 (d) 5

9. In tourism research ----- are encountered only by that part of the population that makes significant trips each year

- (a) Entry Survey (b) Exit Survey
(c) En route Survey (d) Destination Survey

10. Standard error formulae cannot readily be applied within confidence to the result of ----- sample

- (a) Simple Random (b) Systematic
(c) Quota (d) Cluster

11. ----- is defined as phenomenon of some sort occurring in bounded context

- (a) Conceptual Framework (b) Event
(c) Case (d) Theory Building

12. ----- sampling involves looking for outlier cases to see whether the main patterns still hold relevance

- (a) Homogeneous (b) Maximum Variation
(c) Within Case (d) Multiple Case

13. ----- is a genre of inquiry that has been gaining ground in tourism research

- (a) Quantitative (b) Qualitative
(c) Mixed (d) None of the Above

14. ----- studies are chronologically called labour intensive

- (a) Quantitative (b) Qualitative
(c) Mixed (d) None of the Above

15. ----- are triggers for deeper reflection on data's meaning

- (a) Cases (b) Analysis
(c) Codes (d) Values

16. ----- is coding of qualitative data according to pre established system

- (a) Emotion Coding (b) Attribute Coding
(c) Hypotheses Coding (d) Protocol Coding

17. ----- Analysis is done in tourism research to enhance generalizability

- (a) Cross Case (b) Within Case
(c) Multiple Case (d) None of the Above

18. Tourism researchers often look for ----- that cut across cases

- (a) Meta Summary (b) Themes
(c) Meta Synthesis (d) Summary Synthesis

19. In tourism research ----- are helpful when researcher want to focus on multiple variables

- (a) Points (b) Nodes
(c) Networks (d) Plot Points

20. In tourism research ----- is the initial plotting of possible causation for more in depth analytic explanation?

- (a) Partially ordered Meta Matrix
(b) Interim Case Summary
(c) Data Accounting Log
(d) Explanatory Effect Matrix

21. ----- is a network mapping in graphic form the interrelationships among the roles and group

- (a) Role Ordered Matrix
(b) Construct Table
(c) Context Chart
(d) Conceptually Clustered Matrix

22. ----- is focused description of a series of events taken to be representative in the case under study

- (a) Cognitive Map (b) Taxonomies
(c) Folk Taxonomy (d) Vignette

23. ----- matrix is descriptive and ordered, explanatory and exploratory

- (a) Meta (b) Variable – by – Variable
(c) Case Dynamics (d) Effect

24. In tourism research ----- are useful as they require little elaboration or textual explanation

- (a) Causation (b) Casual Chains
(c) Casual Networks (d) Cross Case Analysis

25. ----- is empirically grounded and it is higher order effort to drive a testable set of proportions

- (a) Making and Testing Predictions
(b) Predictor Outcome Consequence Matrix
(c) Casual Prediction Models
(d) None of the Above

26. ----- is seen as one major type of trope, involve in comparing two things via their similarities

- (a) Themes (b) Plausibility
(c) Clustering (d) Metaphor

27. ----- is statistical techniques for representing a large number of measured variables in terms of a smaller number of hypothetical variable

- (a) Counting (b) Comparison
(c) Clustering (d) Factoring

28. ----- analysis show how successive studies build on previous ones to develop cumulative findings

- (a) Dynamic (b) Composite Sequence
(c) Sequential (d) Context

29. In tourism research ----- model represent a holistic picture of decision making situation in terms of aggregates

- (a) Micro (b) Macro
(c) Dynamic (d) Analytical Numeric

30. ----- is general methodology for the study of verbalized attitudes and preferences

- (a) Clustering (b) Coding
(c) Q Sort Techniques (d) Memoing

31. ----- are theories or interpretive devices that serve jumping off points or lenses for qualitative studies

- (a) Naturalistic Inquiry (b) Ethnography
(c) Sensitizing Concepts (d) Narrative Inquiry

32. In ----- approach the researcher alternates between considering existing theories and paying heed to emergent field site data

- (a) Thick Description (b) Self Reflexivity
(c) Phronetic (d) Iterative

33. ----- research is carried out with an aim toward social commentary, action and transformation

- (a) Grounded Theory (b) Phronetic
(c) Iterative (d) None of the Above

34. ----- is a researcher who observes from the periphery, watching the scene unfold in front of them without participant aware of them

- (a) Backstage Observer (b) Participant Observer
(c) Complete Observer (d) Ardent Activist

35. ----- Knowledge is cultural knowledge that is never explicitly articulated

- (a) Tacit (b) Strategic
(c) General (d) Selective

36. ----- is the tendency to consider one's own culture as normal, natural, and right

- (a) Analytic Reflection (b) Controlled Skeptic
(c) Reflection (d) Ethnocentrism

37. When the independent variables are highly correlated among themselves, then the researcher will face the problem of -----

- (a) Multiple Discriminant (b) Multiple Error
(c) Multicollinearity (d) Multi reflexivity

38. ----- Analysis is a useful tool for situations where the total sample is to be divided into two or more mutually exclusive and collectively exhaustive groups on the basis of a set of predictor variables.

- (a) Factor (b) Multiple Linear Regression
(c) Regression (d) Discriminant

39. ----- measures the percentage of the variance in the original variables that is captured by the combination of factors in the solution

- (a) Regression (b) Communality
(c) Logistics Regression (d) Correlation

40. When sample is taken from a continuous symmetrical population ----- is applicable

- (a) Mann - Whitney U Test (b) CHI Square Test
(c) One Sample Sign Test (d) T test

41. ----- test is a non parametric alternative to the one way ANOVA and sometime also to Pearson's Chi-Square test

- (a) One Sample Wilcoxon Rank (b) Kruskal Wallis
(c) Mood's Median (d) Rank Correlation

42. Test of ----- help in understanding whether two or more independent random samples are drawn from same universe or from different universes

- (a) Independence (b) Goodness of Fit
(c) Homogeneity (d) Population Variance

43. ----- Analysis is also known as canonical Variate Analysis

- (a) Discriminant (b) Multiple Discriminant
(c) Factor (d) Canonical Correlation

44. ----- analysis is highly applicable in condensing, and simplifying huge and complex multivariate data

- (a) Discriminant (b) Multiple Discriminant
(c) Cluster (d) Factor

45. ----- is proper placement of the unit of analysis into a particular category

- (a) Transcription of Data (b) Tabulation
(c) Editing (d) Coding

46. ----- method is described as simplest and quickest method of calculating the coefficient of correlation and mainly focuses on the direction of change of two variables independently

- (a) Concurrent Deviation Method (b) Least Square
(c) Rank Sum (d) Non Deviation

47. ----- method is specially preferred when actual means or deviations are in fraction

- (a) Graphic (b) Direct/Non Deviation
(c) Simple Deviation (d) Short Cut

48. ----- is a statistical measure designed to show changes in one variable or a group related variables overtime, or with respect to geographical location, or in terms of some other characteristics

- (a) Numbers (b) Index Numbers
(c) Code (d) Index Code

49. Factor Analysis is based on the study of -----

- (a) Graphs (b) Index Numbers
(c) Codes (d) Matrix

50. The standard deviation of the sampling distribution is called the -----

- (a) Sample (b) Error
(c) Standard Sample (d) Standard Error

51. HRIDAY Scheme of Ministry of Tourism is popularly known as
- The Heritage City Development and Augmentation Yojana
 - The Harmony City Development and Augmented Yojana
 - The Heritage City Developed and Augmented Yojana
 - The Holy City Development and Augmentation Yojana
52. The statue of Sardar Vallabhbhai Patel, Gujarat is listed in which wonders of the world
- The Shenzhen Cooperation Organisation
 - The Shanghai Cooperation Organisation
 - The Shanghai Cooperative Organisation
 - The Shanghai Cooperated Organisation
53. Vasuki Nag Temple, Jammu and Kashmir is located in which dist.
- Doda District
 - Kathua District
 - Ramban District
 - Jammu District
54. Vailankanni Annual Fest is organized in which church every year
- Basilica of Our Lady of Good Health
 - Basilica of Bom Jesus
 - Basilica of Good Faith
 - Basilica of Our Lady of Happiness
55. What are total no. of routes commenced under UDAN Scheme by Govt. of India
- 256
 - 260
 - 236
 - 242
56. Merger of Union Territories Bill, 2019 to merge the two Union Territories lead to the merger of Dadra and Nagar Haveli with Daman and Diu with its capital as
- Diu
 - Dadra
 - Nagar Haveli
 - Daman
57. The longest train route in India is
- Jammu – Kanyakumari
 - Katra – Kanyakumari
 - Dibrugarh – Kanyakumari
 - Guwahati – Kanyakumari
58. The Caves, are a cultural mix of religious arts of Buddhism, Hinduism and Jainism . 34 monasteries and temples sculpted contiguously into rock walls of a high basalt cliff are seen along a length of 2 kilometres (1.2 mi). Dated to 600 to 1000 AD, they are a reflection of artistic creation of the ancient civilization of India.
- Ajanta Caves
 - Ellora Caves
 - Both of Them
 - None of Them
59. Which of the following is wrongly mentioned?
- Khujraho Group of Monuments are in Madhya Pradesh
 - Fatehpur Sikri dates back to 16th century
 - Nanda Devi and Valley of Flowers is located in Uttar Pradesh
 - Humayun's Tomb is inscribed as UNESCO World Heritage site in 1993
60. The words Satyameva Jayate comes from
- Mundaka Upanishad
 - Isa Upanishad
 - Aitareya Upanishad
 - Mandukya Upanishad
61. The Indian Rupee sign was adopted by the Government of India on
- 15th July, 2009
 - 15th July, 2010
 - 15th July, 2011
 - 15th July, 2008
62. Which country has killed 10000 camels due to drought
- Saudi Arabia
 - Mongolia
 - Australia
 - India
63. Kazi Nazrul Islam Airport is located in which city
- Durgapur
 - Kolkata
 - Siliguri
 - Darjelling
64. Laxmi Narayan Temple Chamba Himachal Pradesh was built by Sahil Varman
- In the honour of his daughter Champavati who is worshipped as a goddess in Chamba.
 - This town was founded by Raja Sahil Varman in the beginning of 10th Century
- Both (A) and (B) are true
 - Both (A) and (R) are False
 - (A) is true, but (B) is false.
 - None of the above

65. This consists of two lists of statements and locations. Candidate has to match an item in one list with an item in the other.

List – I List – II

- | | |
|---|-------------------|
| I. Highest Observatory in India is located at | 1. Madhya Pradesh |
| II. Wuler Lake is the largest fresh water lake in | 2. Leh |
| III. Rock shelters of Bhimbekta is located in | 3. Asia |
| IV. Chittor fort is located | 4. Rajasthan |
- Codes: I II III IV
- | | | | |
|------|---|---|---|
| a) 2 | 1 | 3 | 4 |
| b) 1 | 3 | 4 | 2 |
| c) 2 | 3 | 1 | 4 |
| d) 3 | 2 | 1 | 4 |

66. "Gurpurab" is one of the most important festivals of the Sikhs, and celebrated in Nankanasahib the birth place of
- Gurugovind Singh
 - Guru Arjun Singh
 - Guru Nanak
 - Guru Tej Bahadur
67.state has taken decision to remove the embossing of railway stations names in Urdu to Sanskrit on railway station
- Uttar Pradesh
 - Uttrakhand
 - Jammu & Kashmir
 - Himachal Pradesh
68. The.....river in the southern Peninsula has the second largest river basin covering 10 per cent of the area of India.
- Godavari
 - Narmada
 - Tapti
 - Mahanadi
69. Vacation homes found in Switzerland are called
- Condominiums
 - Chalets
 - Caravans
 - None of these
70. The incredible India Bed and Breakfast / Homestay Facilities can be categorized as
- Platinum, Gold and Silver
 - Gold and Silver
 - Platinum and Gold
 - Platinum and Silver

71. Cabana means
- Studio room
 - Twin rooms
 - Triple room
 - Room attached to the swimming pool ride for changing or resting
72. Keoladeo National Park is located in which district of Rajasthan?
- Bharatpur
 - Ajmer
 - Jaipur
 - Kota

73. Price Skimming is a price strategy in which
- pricing strategy that sets a low initial price for a product. The goal is to quickly attract new customers based on the low cost.
 - The act of placing several products or services together in a single package and selling for a lower price than would be charged if the items were sold separately.
 - pricing strategy in which the selling price is determined by adding a specific amount markup to a product's unit cost.
 - pricing strategy in which a marketer sets a relatively high initial price for a product or service at first, then lowers the price over time.
74. Dudhsagar water fall are located in
- Kerala
 - Karnataka
 - Goa
 - Tamil Nadu
75. Ajmer is famous for tomb of.....
- Hazrat Khwaja Moinudiin Chisti
 - Hazrat Nizamuddin Olia'
 - Haji Ali Shah Bukhari
 - Hazrat Data Ganj- Baksh
76. FITUR an international trade fair in travel is organized in which country
- Madrid, Spain
 - London, U.K
 - Milan, Italy
 - Paris, France
77. Indians can get e-visa for how many countries
- 22
 - 26
 - 25
 - 21
78. The Government of India revoked the special status, or limited autonomy, granted under Article 370 of the Indian Constitution to Jammu and Kashmir on
- 5th August 2019
 - 15th August 2019
 - 26th January 2019
 - 31st December 2019

79. On which hotel chain organized income tax raids were carried out in January; 2020.

- a) Tata Group of Hotels
- b) Leela Group of Hotels
- c) ITC Group of Hotels
- d) Bharat Group of Hotels

80.online travel company has been acquired by Ebix Cash

- a) Via.com
- b) Makemytrip.com
- c) Easemytrip.com
- d) Akbartravelsonline.com

81. If one wants to go from UllanBatur, Mongolia to Beijing, China which train route service he/she will use

- a) Euro Rail b) Trans Siberian Rail
- c) Via Rail d) Eurostar

82. How much money needs to be paid to visit Kartarpur border by an Indian?

- a) 25 US Dollars b) 30 US Dollars
- c) 20 US Dollars d) 35 US Dollars

83. Ramoji Film City is located in which place

- a) Banglore b) Mysore
- c) Hyderabad d) Chennai

84. Which famous wax museum is located in Delhi

- a) Madame Tussade b) Madame Tulip
- c) Madame Torin d) Madame Torin

85. India's first National Park was inaugurated in the year

- a) 1934 b) 1936 c) 1937 d) 1931

86. Where is the Indira Point, the southernmost point of land in the territory of India, Situated?

- a) Lakshdweep
- b) Andaman and Nicobar Island
- c) Tamil Nadu
- d) Kerala

87. Hindan Airport Civil Terminal is located at

- a) Gaziabad b) Noida
- c) Gurgaon d) Manesar

88. Sham-e-Sarhad, Hodka is located in which state of India

- a) Punjab b) Rajasthan
- c) Jammu & Kashmir d) Gujarat

89.line separates India and Pakistan

- a) The Redcliff Line b) The MacMohan Line
- c) The Durand Line d) The Park Strait

90. A hotel employee who handles restaurant and tour reservations, travel arrangements etc is

- a) Housekeeper b) Chef De Cuisine
- c) Concierge d) None of these

91. Gol Gumbaz at Bijapur is the mausoleum of

- a) King Adil Shah b) Aurgenzab
- c) Shahjahan d) King Abdullah

92. World Travel Organization is headquarter at

- a) Barcelona, Spain b) Madrid, Spain
- c) Valencia, Spain d) Pamplona, Spain

93. Match the following in the right order from the date of their inception

	List – I		List – II	
	IATA		1975	
	IATO		1951	
	PATA		1982	
	UNWTO		1945	
Codes:	I	II	III	IV
a)	4	2	3	1
b)	3	2	1	4
c)	2	3	1	4
d)	1	3	4	2

94. The value chain analysis looks to add value to themember of the value chain for mutual benefit

- a) First Member of the value chain
- b) Last Member of the value chain
- c) Intermediate Member of the value chain
- d) All members of the value chain

95. Which international airlines hold a share in bankrupt filed Jet airways

- a) Ethiad Airlines b) Emirates Airlines
- c) Qatar Airlines d) Turkish Airlines

96.is the national tree of India

- a) Mango Tree b) Banyan Tree
- c) Banana Tree d) Orange Tree

97. The minimum time validity of the passport to travel abroad is.....

- a) 6 Months b) 12 Months
- c) 1 Month d) No validity required

98. Sustainability discussions within the realm of tourism emerged from the World Development's Commission on Environment and (WCED) publication of Our Common Future and is commonly referred to as

- a) The Brundtland Report
- b) The Comissions Report
- c) The Beginning Report
- d) The comprehensive Report

99.is the first private train of India

- a) Vande Bharat – Delhi- Katra
- b) Tejas – Delhi – Lucknow
- c) Tejas – Mumbai – Ahemdabad
- d) Vande Bharat – Varanasi

100. TSA stands for

- a) Tourism Satellite Account
- b) Tourism Satellite Access
- c) Travel Satellite Account
- d) Tourism Service Account

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Central University of Himachal Pradesh Dharamshala
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उत्तर-कुंजी Answer-Key (Tourism and Travel Management)
Paper Code पेपर कोड 042320

प्रश्न सं० Q.No.	उत्तर Answer	प्रश्न सं० Q.No.	उत्तर Answer	प्रश्न सं० Q.No.	उत्तर Answer	प्रश्न सं० Q.No.	उत्तर Answer
1	A	26	D	51	A	76	A
2	C	27	D	52	B	77	D
3	B	28	C	53	A	78	A
4	A	29	B	54	A	79	D
5	C	30	C	55	C	80	A
6	C	31	C	56	D	81	B
7	B	32	D	57	C	82	C
8	A	33	B	58	B	83	C
9	C	34	C	59	C	84	A
10	D	35	A	60	A	85	C
11	C	36	D	61	B	86	B
12	B	37	C	62	C	87	A
13	C	38	D	63	A	88	D
14	B	39	B	64	A	89	A
15	C	40	C	65	C	90	D
16	D	41	C	66	C	91	A
17	A	42	C	67	B	92	B
18	B	43	B	68	A	93	A
19	C	44	C	69	B	94	D
20	D	45	D	70	B	95	A
21	C	46	A	71	A	96	B
22	D	47	B	72	A	97	A
23	B	48	B	73	D	98	A
24	B	49	D	74	C	99	B
25	C	50	D	75	A	100	A

