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FOR KSET PREPARATION

KSET 2024 Tourism Administration and Management Question Paper

EXAM	YEAR	TYPE
KSET	2024	Question Paper

A1

VERSION CODE

ELIGIBILITY/COMPETITIVE EXAM 2024
PAPER-2
Total Number of Questions: 100
Maximum Marks : 200

MENTION YOUR REGISTER NUMBER

Serial Number :

Subject: TOURISM ADMIN & MANAGEMENT

INSTRUCTIONS FOR CANDIDATES

DOs:

1. This question booklet is issued to you at **9.55 a.m.** by the room invigilator.
2. Check whether the Register Number has been entered and shaded in the respective circles on the OMR answer sheet.
3. The Version Code of this question booklet should be entered on the OMR answer sheet and the respective circles should also be shaded completely.
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5. Compulsorily sign at the bottom portion of the OMR answer sheet in the space provided.

DONTs:

- **THE TIMING AND MARKS PRINTED ON THE OMR ANSWER SHEET SHOULD NOT BE DAMAGED / MUTILATED / SPOILED.**

IMPORTANT INSTRUCTIONS TO CANDIDATES

1. In case of usage of signs and symbols in the questions, the regular textbook connotation should be considered unless stated otherwise.
2. This question booklet contains **100** questions and each question will have one statement and four different options / responses & out of which you have to choose one correct answer.
3. At **10.00 a.m.** remove the paper seal of this question booklet and check that this booklet does not have any unprinted or torn or missing pages or items etc., if so, get it replaced by a complete test booklet within **5** minutes of the commencement of exam. Read each item and start answering on the OMR answer sheet.
4. Completely **darken / shade** the relevant circle with a **blue or black ink ballpoint pen against the question number on the OMR answer sheet.**

ಸರಿಯಾದ ಕ್ರಮ CORRECT METHOD				ತಪ್ಪು ಕ್ರಮಗಳು WRONG METHODS											
①	●	③	④	⊗	②	③	④	①	②	③	④	①	●	●	④
				◐	②	③	④	①	◉	③	④	①	②	③	④

5. Please note that even a minute unintended ink dot on the OMR answer sheet will also be recognized and recorded by the scanner. Therefore, avoid multiple markings of any kind on the OMR answer sheet.
6. Use the space provided on each page of the question booklet for Rough Work. Do not use the OMR answer sheet for the same.
7. **Once the last Bell rings at 1.00 P.M.,** stop writing on the OMR answer sheet and hand over the **OMR answer sheet** to the room invigilator as it is.
8. After separating the top sheet (Office copy), the invigilator will return the bottom sheet replica (Candidate's copy) to you.
9. All questions carry equal marks.
10. Use of Mobile Phones, Calculators and other Electronic / Communication gadgets of any kind is prohibited inside the Examination venue.

1. Which one of the following is a personal travel deterrent?
   (1) Good transport infrastructure
   (2) Money available for tourism
   (3) Airport transfer facilities
   (4) Lack of language compatibility in a foreign country

2. A push strategy is directed towards the
   (1) Customer (2) Producer
   (3) Wholesaler (4) Retailer

3. The Indian government took its first tourist marketing initiative through the Incredible India Campaign in which year?
   (1) 2001 (2) 2004
   (3) 2002 (4) 1999

4. A tourist immersed in an active leisure itineraries is known as:
   (1) The pleasure seeker (2) The venturesome tourist
   (3) The masculine tourist (4) The playful tourist

5. Match the items of List-I with the items in List-II and choose the correct answer

List-I	List-II
Proponents	**Definitions**
(a) NTRRC	i. With only a relaxation on the distance of 50 miles
(b) CTS	ii. a person who travels away from home for a distance of at least 50 miles.
(c) NTB	iii. Overnight stay away from residents for holidays.
(d) ABI	iv. a person who travels away from home for a distance of 40 kilometers.

Codes:
(1) a - i, b - iv, c - ii, d - iii
(2) a - ii, b - i, c - iii, d - iv
(3) a - iii, b - ii, c - iv, d - i
(4) a - iv, b - i, c - ii, d - iii

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6. Match the items of List-I with the items in List-II and choose the correct answer

List-I Organizations	List-II Objectives
(a) PATA	i. Promotions of safety in international civil aviation.
(b) IATA	ii. Cooperative relationship with and participation in the activities of the UNDP.
(c) WTO	iii. Promotion and development of tourism advancement of the interest of members.
(d) ICAO	iv. head socio-economic benefits for all the nations of the IOR

Codes:

(1) a - i, b - iv, c - iii, d - ii

(2) a - iv, b - ii, c - i, d - iii

(3) a - iii, b - iv, c - ii, d - i

(4) a - ii, b - i, c - iv, d - iii

7. Write the theories of tourism life cycle and hierarchical order in sequence.

(a) Leiper's Geospatial Model

(b) Mill-Morrison model

(c) Mathieson and Wall Model

(d) Butler's Tourism Area Life Cycle

(1) a, b, d, c (2) a, d, c, b

(3) b, a, c, d (4) d, c, a, b

8. Examine carefully Assertion(A) and Reason(R) and select the correct answer

Assertion (A) : Ethnic groups strive to maintain subjectivity over their interactions with tourists

Reason(R) : Ethnic tourism generates reconstructed sense of identity, place and traditions among local groups, leading to creative new expressions in art, and helping local groups resist long standing attitudes of discrimination among the dominant population.

Codes:

(1) Both (A) and (R) are true but (R) is not the correct explanation of (A)

(2) Both (A) and (R) are true and (R) is the correct explanation of (A)

(3) (A) is false but (R) is true

(4) (A) is true but (R) is false

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9. Examine carefully Assertion (A) and Reason (R) and choose the correct answer

Assertion (A) : A domestic tourist does not need personal effects simply because they are available everywhere in India.

Reason (R) : All the items necessary for daily use of tourist are available at all the small and large stores of India.

Codes:

(1) Both (A) and (R) are true but (R) is not the correct explanation of (A)

(2) Both (A) and (R) are true and (R) is the correct explanation of (A)

(3) (A) is false but (R) is true

(4) (A) is true but (R) is false

10. Tourist travelling to treatment centers are known as

(1) Recreational tourists
(2) Pleasure tourists
(3) Health tourists
(4) Social tourists

11. The local time in Dhaka (GMT + 6) is 15:00 on 12 May. What is the local time and date in Honolulu (GMT-10)?

(1) 01:00 20 May
(2) 23:00 20 May
(3) 23:00 21 May
(4) 04:00 20 May

12. Which among the following mountains does NOT belong to Europe?

(1) The Alps
(2) The Pyrenees
(3) Balkan Peninsula
(4) Great Dividing Range

13. For the Environmental Impact Assessment (EIA) process, which components are typically considered in evaluating the impact of a proposed project on environment?

(a) Air Quality

(b) Noise Levels

(c) Social and cultural impacts

(d) Biodiversity

(e) Economic Viability

Choose the correct option:

Codes:

(1) a and d are correct
(2) b, c and d are correct
(3) a, b, c and d are correct
(4) b, c, d and e are correct

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14. Select the countries NOT included in IATA area 2

(a) Greece

(b) Zambia

(c) Fiji

(d) Barbuda

(e) Malta

Choose the correct option:

Codes:

(1) a and b only

(2) b and c only

(3) c and d only

(4) a, b and d only

15. Examine carefully Assertion (A) and Reason (R) and choose the correct answer

Assertion (A): The Western Ghats play a crucial role in determining the climate of the Deccan Plateau in India.

Reason (R): The Western Ghats act as a barrier to the South West monsoon winds, leading to rainfall on the windward side and create a rain shadow on the leeward side.

Codes:

(1) Both (A) and (R) are true but (R) is not the correct explanation of (A)

(2) Both (A) and (R) are true and (R) is the correct explanation of (A)

(3) (A) is false but (R) is true

(4) Both (A) and (R) are false

16. Examine the following statements and select the correct answer.

Assertion (A): In developed countries with cold winter and unreliable weather, climate is more likely to be a 'Push' factor for recreational tourism.

Reason (R) : The cold climate of high altitude and high mountain regions attract more adventure tourists.

Codes:

(1) Both (A) and (R) are true and (R) is the correct explanation of (A).

(2) Both (A) and (R) are true but (R) is not the correct explanation of (A).

(3) (A) is true but (R) is false.

(4) Both (A) and (R) are false.

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17. Arrange the major river basins of India from East to West

(a) Sabarmati Basin

(b) Surma Basin

(c) Subarnarekha Basin

(d) Brahmani Basin

Choose the correct option:

(1) a, c, b, d (2) b, c, a, d

(3) b, c, d, a (4) b, d, a, c

18. Arrange the following mountain regions of India from North to South

(a) Sahyadri

(b) Satpura range

(c) Vindhya range

(d) Shivalik range

(1) d, c, b, a (2) b, c, a, d

(3) d, b, c, a (4) d, b, a, c

19. Match the items of List-I with the items of List-II and choose the correct answer using the codes given:

List-I	List-II
Tourism resources	Country
(a) Antrim, Derry & Tyrone	i. Scotland
(b) Tanum, Gothenburg	ii. Ireland
(c) Mining Museum, Crichton castle	iii. Denmark
(d) Funen, Zealand	iv. Sweden

Codes:

(1) a - ii, b - iv, c - iii, d - i

(2) a - ii, b - iv, c - i, d - iii

(3) a - i, b - iii, c - ii, d - iv

(4) a - iii, b - i, c - ii, d - iv

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20. Match the items of List-I with items in List-II and select the correct option using the codes given below:

List-I (Book)	List-II (Author)
(a) Management and Moral	i. Henry L. Gantt
(b) Policy and Management	ii. Chester Barnard
(c) Work, Wages and Profits	iii. Appleby
(d) The function's of the Executive	iv. Roethlisberger

Codes:

(1) a - iii, b - iv, c - ii, d - i

(2) a - ii, b - i, c - iv, d - iii

(3) a - iv, b - iii, c - i, d - ii

(4) a - iv, b - ii, c - iii, d - i

21. The trade fair held in India for promoting handicafts, handlooms with the aid of craftsman invited from all over the country is,

(1) Tarnetar Fair

(2) Surajkund Fair

(3) Pushkar Fair

(4) Pragati Maiden Trade Fair

22. Match List-I (Biosphere Reserve) with List-II (State) and choose the correct answer

List-I (Biosphere Reserve)	List-II (State)
(a) Cold Desert	i. Meghalaya
(b) Nokrek	ii. Himachal Pradesh
(c) Pachmarhi	iii. Madhya Pradesh
(d) Nanda Devi	iv. Uttrakhand

Codes:

(1) a - iii, b - ii, c - i, d - iv

(2) a - ii, b - i, c - iii, d - iv

(3) a - iv, b - i, c - ii, d - iii

(4) a - iii, b - ii, c - iv, d - i

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23. Match List-I (Type of architecture) with List-II (Features) and choose the correct answer

List-I (Type of Architecture)	List-II (Features)
(a) Domes, Minarets, intricate geometric patterns	i. Gothic architecture
(b) Arches, ribbed vaults, flying buttresses	ii. Dravidian architecture
(c) Square layouts, Vimana Mandapas, towering gopurams	iii. Islamic architecture
(d) Viharas, Chaityas, Stupas	iv. Buddhist architecture

Codes:

(1) a - iv, b - i, c - ii, d - iii
(2) a - iii, b - i, c - ii, d - iv
(3) a - i, b - iv, c - ii, d - iii
(4) a - ii, b - iv, c - iii, d - i

24. What is the name of the Rajasthani traditional dance in which women swirl in colourful attire?

(1) Sapera Dance
(2) Ghoomar
(3) Kalbelia
(4) Kachhi Ghodi

25. Arrange the most visited ticketed ASI sites by foreign visitors in 2021-22 according to 'India Tourism Statistics Report 2022' (First with the most arrivals and last with the least)

(a) Taj Mahal
(b) Mahabalipuram
(c) Agra Fort
(d) Salavankuppam

Codes:

(1) a, c, b, d
(2) c, a, b, d
(3) b, a, d, c
(4) a, b, d, c

26. Arrange the following Acts in chronological order of their establishment year.

(a) Wild Life (Protection) Act
(b) Forest (Conservation) Act
(c) Indian Forest Act
(d) Environment (protection) Act

Codes:

(1) d, a, b, c
(2) a, b, c, d
(3) b, c, d, a
(4) c, a, b, d

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27. Which of the following sites are being declared as UNESCO World Heritage Monuments in 2023?

(a) Santiniketan

(b) Dholavira

(c) Temples of Belur, Halebid and Somanathpura

(d) Western Ghats

Codes:

(1) a and c only (2) b and d only

(3) a, b and c (4) b and c only

28. Which of the following are string instruments?

(a) Sitar

(b) Violin

(c) Veena

(d) Saxophone

Codes:

(1) b and c (2) c and d

(3) a, b and c (4) b and d

29. Examine the following statements and choose the correct answer.

Assertion (A) : Government regulations and hospital accreditation are important for the safety and quality of healthcare delivery at medical tourism destinations.

Reason (R) : Government regulations and hospital accreditation ensure high standards of healthcare delivery and minimizes malpractices and freud in medical tourism destinations.

Codes:

(1) Both (A) and (R) are true and (R) is the correct explanation of (A).

(2) Both (A) and (R) are true but (R) is not the correct explanation of (A).

(3) (A) is true, but (R) is false.

(4) (A) is false, but (R) is true.

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30. Examine Assertion (A) and Reason (R), and choose the correct answer.

Assertion (A): Business professionals attend MICE events to collaborate, share ideas, and build relationship with peers and industry experts.

Reason (R) : MICE tourism depends on effective planning and management of events and meeting the unique needs and expectations of attendees.

(1) Both (A) and (R) are true and (R) is the correct explanation of (A).

(2) Both (A) and (R) are true but (R) is not the correct explanation of (A).

(3) (A) is true but (R) is false.

(4) (A) is false but (R) is true.

31. Freedoms of Air is the outcome of

(1) Chicago convention

(2) Bermuda convention

(3) Warsaw convention

(4) Guatemala convention

32. Where is Grand Canal situated?

(1) Canada (2) USA

(3) China (4) Netherlands

33. Match the items of List-I (airline) with List-II (airline code) and choose the correct option

List-I (airline)	List-II (code)
(a) Aeroflot	i. AK
(b) Air Asia	ii. CX
(c) Qantas	iii. SU
(d) Cathay Pacific	iv. QF

Codes:

(1) a - i, b - iii, c - ii, d - iv

(2) a - ii, b - iv, c - i, d - iii

(3) a - iii, b - ii, c - iv, d - i

(4) a - iii, b - i, c - iv, d - ii

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34. Match the items of List-I (type of carrier) with List-II (example for the type of carrier) and select the correct answer.

List-I (Type of carrier)	List-II (Example for the type of carrier)
(a) Full service Airline	i. Taj Air
(b) Low cost airline	ii. Pradhaan Air Express
(c) Cargo airline	iii. GoAir
(d) Charter airline	iv. American Airlines

Codes:

(1) a - i, b - iii, c - ii, d - iv

(2) a - iv, b - iii, c - ii, d - i

(3) a - iii, b - ii, c - iv, d - i

(4) a - ii, b - i, c - iv, d - iii

35. Which of the following are CORRECT?

(a) Wright brothers flew the 'Wright Flyer' in 1903

(b) The Boeing 747 made long distance air travel accessible during 1960s-1980s.

(c) The late 20th century saw the invention of hot air balloons

(d) The Montgolfier brothers own the credit of first manned flight

Select the correct answer:

Codes:

(1) only a, b and c

(2) only b, c and d

(3) only a, b and d

(4) only c and d

36. Which of the following statements are CORRECT?

(a) AMIRAK stands for American Track

(b) Trans-Siberian Railway connects Japan to Vladivostok

(c) Canadian railway network is operated by Canadian National Railway and Canadian Pacific Railway

(d) Eurail connects England, Scotland, Whales and Northern Ireland

Choose the correct Option:

Codes:

(1) only a, b and c

(2) only a and c

(3) only c and d

(4) only b and c

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37. Arrange the following railway systems in ascending order in terms of the railway network

(a) Russia (b) China

(c) India (d) USA

Codes:

(1) a, b, d, c (2) b, c, a, d

(3) d, a, b, c (4) d, b, a, c

38. Arrange the following in chronological order in relation to the year of establishment.

(a) IATA (b) ICAO

(c) UFTAA (d) AAI

Codes:

(1) c, b, a, d (2) a, b, d, c

(3) b, a, c, d (4) b, c, a, d

39. Examine the following statements and choose the correct answer.

Assertion (A) : Airline alliances allow airlines to access each other's feeder market and resources

Reason(R) : Airline alliances positively impact the Industry by providing easier ticketing and transportation for travellers.

Codes:

(1) Both (A) and (R) are true and (R) is the correct explanation of (A).

(2) Both (A) and (R) are true but (R) is not the correct explanation of (A).

(3) (A) is true but (R) is false.

(4) (A) is false but (R) is true.

40. Examine carefully Assertion (A) and Reason (R), and choose the correct answer.

Assertion (A): Over the recent years, low-cost carriers (LCC) demonstrated a strong market performance adding a crucial market value in the aviation industry and satisfying customer's preferences.

Reason (R): Significant reduction of discretionary income fuels the growth of low-cost carrier in the world.

Codes:

(1) Both (A) and (R) are true and (R) is the correct explanation of (A).

(2) Both (A) and (R) are true but (R) is not the correct explanation of (A).

(3) (A) is true but (R) is false.

(4) (A) is false but (R) is true.

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41. Identify the route of The Ghan, the tourism-oriented passenger train

(1) Paris – London

(2) Lanzhou – Gansu

(3) Pretoria – Cape Town

(4) Adelaide – Darwin

42. What does "DESH" stand for?

(1) Digitally Established Services for Hotels

(2) DMC Engagement for Services and Hospitality.

(3) Destination Enabled Secure Help

(4) Destination Engagement by Specialised Host

43. Arrange the following organizations in the order of establishment

(a) IUOTO

(b) WTO

(c) PATA

(d) IATA

Codes:

(1) a, b, c, d

(2) a, d, b, c

(3) d, c, a, b

(4) d, a, c, b

44. Arrange the details given about TAAI based on what it is meant

(a) TAAI was established in 1951

(b) Protect the right(s) of the traveller

(c) Undertake the promotion and development of Tourism

(d) Karnataka is an active member of TAAI

Use the following codes to choose the correct Option:

(1) Origin, activities, objectives, chapter

(2) Chapter, activities, objectives, origin

(3) Objectives, origin, chapter, activities

(4) Origin, objectives, activities, chapter

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45. Examine the following statements and choose the correct option.

Assertion (A) : Disintermediation has gained much significance due to the cost-saving advantages for the suppliers.

Reason (R) : The advent of the internet and the emerge of e-commerce, the stage was set for disintermediation on a large scale.

Codes:

(1) Both (A) and (R) are true and (R) is the correct explanation of (A).

(2) Both (A) and (R) are true but (R) is not the correct explanation of (A).

(3) (A) is true but (R) is false.

(4) (A) is false but (R) is true.

46. Examine Assertion (A) and Reason (R), and choose the correct answer.

Assertion (A) : With the advent of backpacker hostels in India in the last couple of years, travel industry has seen a new dimension of social, reasonably priced and safe accommodation options for travellers.

Reason (R) : It is essential to pre-book to avail the backpacker hostels.

Codes:

(1) Both (A) and (R) are true, and (R) is the correct explanation of (A).

(2) Both (A) and (R) are true, but (R) is not the correct explanation of (A).

(3) (A) is true, but (R) is false.

(4) (A) is false, but (R) is true.

47. Match the items of List-I with the items in List-II and choose the correct option using the codes given below.

List-I **(Travel Applications)**	**List-II** **(Services offered)**
(a) Hopper	i. Navigation and Maps
(b) Grab	ii. Travel discounts
(c) Waze	iii. Transportation services
(d) World nomads	iv. Travel Insurance

Codes:

(1) a - iv, b - iii, c - ii, d - i

(2) a - ii, b - iii, c - i, d - iv

(3) a - i, b - iii, c - ii, d - iv

(4) a - ii, b - iii, c - iv, d - i

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48. Match the items of List-I with the items in List-II and choose the correct option using the codes given below.

List-I (Organization/Declaration)	List-II (Years of Establishment)
(a) IATA	i. 1967
(b) International Tourist Year	ii. 2017
(c) UNWTO	iii. 1974
(d) International Year of Sustainable Tourism	iv. 1945

Codes:

(1) a - i, b - iii, c - iv, d - ii

(2) a - i, b - ii, c - iv, d - iii

(3) a - iv, b - iii, c - i, d - ii

(4) a - iv, b - i, c - iii, d - ii

49. Arrange the given steps of airfare construction based on IATA mileage principles

(a) EMA (b) HIP

(c) MPM (d) EMS

Select the correct answer using the codes given:

Codes:

(1) a, d, b, c (2) c, b, d, a

(3) c, a, d, b (4) c, d, a, b

50. Arrange the order of the functions of conference management

(a) Venue Management

(b) Accommodation

(c) Transportation

(d) Catering Facilities

(e) Excursions and Entertainment

(f) Budgeting

(g) Marketing

Select the correct option using the codes given:

Codes:

(1) a, f, d, e, c, g (2) a, f, b, c, d, e, g

(3) a, b, f, d, c, e, g (4) a, c, d, b, f, g, e

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51. A post sale guest cycle, actually in which the guest account is brought to a zero balance, room keys are returned and housekeeping is notified, this is known as

(1) Check-in hour

(2) Check-out

(3) Checkout time

(4) Check-in

52. Which of the following is the Hubbart formula for the calculation of average room rates?

(1) (EOC + R01 – 10s)/RMS

(2) (EOC – R01 + 10s)/RMS

(3) RMS / (EOC + R01 – 10s)

(4) RMS / (EOC – R01+10s)

53. A positively skewed distribution is:

(1) Shifted to the left with its tail to the right

(2) Shifted to the right with its tail to the left

(3) Not shifted at all

(4) Shifted to the centre with its tail to the right

54. Arrange the following process of food service in a sequential order

(a) Main course

(b) Soup

(c) appetizer

(d) Salad

Choose the correct option using the codes given:

Codes:

(1) a, c, d, b

(2) c, a, d, b

(3) c, b, d, a

(4) d, b, a, c

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55. Match the items of List-I with the items in List-II.

List-I (Text)	List-II (Authors)
(a) Food production operations	i. Colleen Taylor Sen
(b) Feasts and Fasts: A History of Food in India	ii. Madhur Jafrey
(c) A Taste of India	iii. Parvinder S. Bali
(d) Indian Food: A Historical Companion	iv. Achaya K.T

Select the correct answer using the codes given:

Codes:

(1) a - iii, b - iv, c - ii, d - i

(2) a - iii, b - ii, c - i, d - iv

(3) a - iii, b - i, c - ii, d - iv

(4) a - iii, b - iv, c - i, d - ii

56. Match the items in List-I with the items in List-II

List-I (Whisky)	List-II (Region)
(a) Scotch	i. USA
(b) Bourbon	ii. Scotland
(c) Rye	iii. Japan
(d) Nikka	iv. Canada

Choose the correct option using the codes given below:

Codes:

(1) a - ii, b - i, c - iv, d - iii

(2) a - i, b - ii, c - iii, d - iv

(3) a - iv, b - iii, c - ii, d - i

(4) a - ii, b - iii, c - i, d - iv

57. Assertion (A) : A trainer of the employees of an hospitality organization check the employees work to ensure conformity to performance standards.

Reason (R) : The trainer is able to influence the employees to enhance their productivity in the hospitality organization.

Examine the above statements and choose the correct option:

(1) A) is true and (R) is the correct explanation of (A).

(2) (A) is not true but (R) is true.

(3) Both (A) and (R) are not correct.

(4) (R) is not true.

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58. Carefully examine Assertion(A) and Reason(R) and choose the correct answer.

Assertion (A) : Major hotel companies prefer to use branding as a means for identity and pride.

Reason (R) : The brand name indicates the quality of the entire hotel experience offered to the customers.

(1) Both (A) and (R) are correct and R is the correct explanation of (A).

(2) Both (A) and (R) are correct but R is not the correct explanation of (A).

(3) Both (A) and (R) are not correct.

(4) (A) is not correct and (R) is correct.

59. The highest and most often quoted is called a

(1) Promotional rate (2) Corporate rate

(3) Deluxe rate (4) Rack rate

60. The physical surroundings or the physical facility where the service is produced, delivered and consumed is called as

(1) Service place (2)Servicescape

(3) Servicescope (4) Service space

61. A volume oriented positioning strategy is achieved by

(1) Increasing complexity

(2) Reducing complexity

(3) Increasing divergence

(4) Decreasing divergence

62. Which of the following are exact characteristics of the 'services'?

(a) Homogeneity

(b) Heterogeneity

(c) Inseparability

(d) Variability

Select the correct answer using the codes given:

Codes:

(1) a, b and c are correct

(2) b, c and d are correct

(3) a, c and d are correct

(4) a, b and d are correct

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63. Rearrange the order of different stages in PLC

(a) Decline

(b) Growth

(c) Introduction

(d) Product development

(e) Saturation

(f) Maturity

Choose the correct option using the codes given:

(1) c, b, e, f, d, a

(2) d, c, f, e, b, a

(3) d, c,b, f, e, a

(4) c, d, b, e, f, a

64. Rearrange the steps in the process of Marketing Research

(a) Developing the research plan for collecting information

(b) Interpreting and reporting the findings

(c) Defining the problem and research objectives

(d) Developing the research plan for collecting information

Select the correct answer using the codes given:

(1) a, b, d, c

(2) b, c, d, a

(3) c, a, d, b

(4) c, a, b, d

65. Assertion (A) : Every company is inevitably cast into the role of communicator and promoter for effective marketing communication.

Reason (R): Modern marketing calls for more than developing a good product, pricing it attractively, and making it available to target customers continuously with their potential and present customers.

Examine the above statements and choose the correct answer using the codes given:

(1) Both (A) and (R) are true and (R) is the correct explanation of (A).

(2) Both (A) and (R) are true but (R) is not the correct explanation of (A).

(3) (A) is true but (R) is false.

(4) (A) is false but (R) is true

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66. Match List-I (concepts) with List-II (explanation) and choose the correct answer using the codes given below:

List-I (Concept)	List-II (Explanation)
(a) Budget pricing	i. Prices of competitors are taken as reference
(b) Buyer-based pricing	ii. Temporary price reduction for encouraging sales
(c) Competition-based pricing	iii. Low price fixation associated with low quality products
(d) Discounted pricing	iv. Perception of the buyer is used to decide the price.

(1) a - ii, b - iii, c - i, d - iv
(2) a - i, b - ii, c - iii, d - iv
(3) a - iii, b - iv, c - i, d - ii
(4) a - iv, b - iii, c - ii, d - i

67. Match the items of the List-I with those of the List-II and indicate the correct code.

List-I	List-II
(a) Trade channel discount	i. Oligopoly pricing
(b) Loss leadership	ii. Locational price differentials
(c) Pricing being non-responsive to changes in the demand and the cost	iii. Differential pricing
(d) Basing Point Pricing	iv. Product line pricing

Choose the correct option using the codes given:

Codes:

(1) a - i, b - ii, c - iii, d - iv
(2) a - ii, b - iii, c - iv, d - i
(3) a - iii, b - iv, c - i, d - ii
(4) a - iv, b - iii, c - ii, d - i

68. Assertion (A) : Differentiated marketing will be more effective when the market is well-developed with distinct preference among buyers.

Reason (R): The marketer can choose to satisfy multiple choices of the complete market through its numerous offers.

Examine the above statements and choose the correct option:

(1) Both (A) and (R) are correct.
(2) Both (A) and (R) are correct, but (R) is not the correct explanation of (A)
(3) Both (A) and (R) are correct and (R) is the correct explanation of (A).
(4) Only A is correct.

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69. Arrange the following hotel divisions in the order of their establishment

(a) Comfort Inn
(b) Crown Plaza Hotels
(c) Hilton Hotels
(d) Taj Hotels

Select the correct option using the codes given:

(1) d, c, b, a
(2) d, c, a, b
(3) c, d, b, a
(4) a, c, d, b

70. $K = A \times \frac{1}{(1 - B \times C)}$ is a formula used to calculate which of the following?

(1) Displacement effect in Tourism
(2) Discretionary effect in Tourism
(3) Multiplier effect in Tourism.
(4) Opportunity cost in Tourism

71. The existing Regional Level Guides (RLGs) has been renamed, by the Ministry of Tourism of India as

(1) Incredible India Tourist Guides
(2) National Tourist Guides of India
(3) India Tourist Guides.
(4) Bharath Tourist Guides

72. Which among the following countries in the world, India Tourism office has been established?

(a) United Kingdom(UK)
(b) USA
(c) Singapore
(d) Germany
(e) Russia

Select the correct answer using the codes given:

Codes:

(1) a, b, c, d
(2) a, b, d, e
(3) a, b and d only
(4) a, b and e only

73. The Ministry of Tourism, Government of India has introduced incentive to tour operators for enhancing tourist arrivals in India under the scheme_____

(1) Champion Services Sector scheme
(2) Scheme for capacity building for service providers
(3) Tourism Service Sector scheme
(4) Tour Operator Incentive scheme

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74. Macro economic policy consists of

(a) Fiscal policy

(b) Conservative policy

(c) Personal Financial policy

(d) Monetary policy

Choose the correct answer using the codes given:

Codes:

(1) a and d are correct

(2) a, d and b are correct

(3) b and d are correct

(4) c and a are correct

75. Which among the following are NOT included in the five categories of e-Visa by Government of India?

(a) e-Conference Visa

(b) e-Medical Visa

(c) e-Sports Visa

(d) e-Students Visa

Choose the correct answer using the codes given:

Codes:

(1) a, b and c

(2) a and b only

(3) b and c only

(4) b, c and d

76. Match the item in the List-I with the items in List-II:

List-I (Tourism policy)	**List-II (Years of introduction)**
(a) The Incredible India 2.0 Campaign	i. October 2016
(b) RCS - UDAN	ii. September 2017
(c) National Action Plan	iii. February 2016
(d) 24 × 7 Toll-free multi-lingual Tourist Info Helpline	iv. October 1992

Select the correct answer using the codes given:

(1) a - iii, b - iv, c - i, d - ii

(2) a - ii, b - i, c - iv, d - iii

(3) a - ii, b - iv, c - i, d - iii

(4) a - iv, b - iii, c - ii, d - i

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77. Match the item in the List-I with the items in List-II:

List-I (Tourism Promotion policy)	List-II (Place of introduction)
(a) Meet in India	i. Mumbai
(b) Internation Women Polo Tournament	ii. Khajuraho
(c) Sustainable initiatives in the tourism sector	iii. Manipur
(d) Incredible India cruise conference	iv. UNEP, Nairobi

Choose the correct answer using the codes given:

Codes:

(1) a - ii, b - iii, c - iv, d - i

(2) a - iii, b - iv, c - i, d - ii

(3) a - ii, b - iii, c - iv, d - i

(4) a - ii, b - iv, c - i, d - iii

78. Assertion (A) : 'Meet in India' has been launched to promote the country as a MICE Tourism destination

Reason (R): Meet in India has been launched as a distinct sub-brand under Incredible India to promote MICE Tourism

Examine the above statements and choose the correct answer using the codes given:

(1) Both (A) and (R) are true and R is the correct explanation of (A).

(2) Both (A) and (R) are true but R is not the correct explanation of (A).

(3) (A) is true but (R) is false

(4) (A) is false but (R) is true

79. Variance is used in quantitative research for

(1) How well the mean represents the data set

(2) To determine how well does standard deviation represents the entire data set

(3) How well the correlation represents the variable

(4) How well the covariance exists in the data set

80. Chi-Square Statistics perform the function of

(1) Describe the nature of data set

(2) Compare the nominal and ordinal scale of variables

(3) Compare the size of discrepancies between the expected result and actual result

(4) Compare the mean and median value of the data sets.

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81. Appropriate method of sequencing question in a questionnaire is

(a) Easy to difficult

(b) General to specific

(c) Specific to general

(d) Difficult to easy

Select the correct answer using the codes given:

Codes:

(1) a and c are correct

(2) d and c are correct

(3) a, c and d are correct

(4) a and b are correct

82. Qualitative research is best described as

(a) Analysing numerical data

(b) Analysing variances

(c) Concept description

(d) Multiple reality correlation

Select the correct answer using the codes given:

(1) d, a and c only

(2) c, d and b only

(3) only d

(4) only b

83. The sequence of interrelated phases of qualitative research is

(a) Classifying data

(b) Defining the analysis

(c) Making connection between data

(d) Convey the Message

Select the correct answer using the codes given:

(1) a, c, b, d

(2) b, d, a, c

(3) b, a, c, d

(4) d, b, a, c

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84. Arrange the interrelation of research process in the correct order

(a) Epistemology

(b) Methods

(c) Methodology

(d) Ontology

Choose the correct answer using the codes given:

(1) a, d, c, b

(2) d, a, c, b

(3) c, b, a, d

(4) d, a, b, c

85. Match the items of the List-I (Types of research) with List-II (Explanation) and choose the correct answer using the codes given below:

List-I (Types of research)	**List-II (Explanation)**
(a) Exploratory Research	i. Practical issues
(b) Empirical Research	ii. Improved understanding and prediction
(c) Fundamental Research	iii. Problem that has not been studied
(d) Applied Research	iv. Evidence-based experience

Codes:

(1) a - iv, b - iii, c - ii, d - i

(2) a - iii, b - iv, c - ii, d - i

(3) a - ii, b - iii, c - iv, d - i

(4) a - iii, b - i, c - ii, d - iv

86. Match the items of the List-I (Sampling Type) with List-II (Explanation) and choose the correct answer using the codes given below

List-I (Sampling Type)	**List-II (Explanation)**
(a) Quota Sampling	i. Researcher collect data from whatever cases happen to be suitable
(b) Snowball Sampling	ii. Researcher selects cases from within several sub-groups
(c) Judgmental Sampling	iii. Researcher relies on participants referrals to recruit new participant
(d) Convenience Sampling	iv. Members are recruited only on the basis of the researcher's knowledge and sense

Codes:

(1) a - i, b - iii, c - ii, d - iv

(2) a - iii, b - iv, c - ii, d - i

(3) a - iv, b - i, c - ii, d - iii

(4) a - iv, b - ii, c - i, d - iii

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87. What is Conjoint Analysis?

(1) Determines how people value the purchasing process of a product or service

(2) Determines how people determine the price of a product or service

(3) Determines how people disregard the price of a product or service

(4) Determines how people value the features of a product or service

★ Read the passage carefully and answer the questions (88-92):

Products can be classified in several ways. In terms of durability and reliability. Products can be nondurable goods or durable goods or services. In consumer goods category, products are convenience goods (stapples, impulse goods, emergency goods), shopping goods (homogeneous and heterogeneous), specialty goods or unsought goods. In the industrial goods category, products fall into one of the three categories, materials and parts (raw materials and manufactured materials and parts, capital items, (installations and equipment), or supplies and business services (operating supplies, maintenance and repair items), maintenance and repair services and business advisory services. Most companies sell more than one product. A product mix can be classified according to width, length, depth and consistency. These four dimensions are the tools for developing the companies marketing strategies and deciding which product line to grow, maintain, harvest and divest. To analyse a product line and decide how many resources should be invested in that line, product line managers need to look at sales and profits and market profile.

88. Match List-I with List-II and choose the correct answer using the codes given:

List-I (Base of classification of products)	**List-II** (Type of products)
(a) Industrial goods	i. Staples
(b) Consumer goods	ii. Installations
(c) Durability and reliability	iii. Raw materials
(d) Capital items	iv. Services

(1) a - iii, b - iv, c - i, d - ii

(2) a - ii, b - i, c - iv, d - iii

(3) a - iii, b - i, c - iv, d - ii

(4) a - ii, b - iv, c - i, d - iii

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89. Product mix can be classified according to

(a) Length

(b) Width

(c) Depth

(d) Consistency

Select the correct answer using the codes given:

(1) a, b and d are correct

(2) a, b, c and d are correct

(3) Both c and d are correct

(4) Both a and b are correct

90. Impulse goods are coming under which category?

(1) Convenience goods

(2) Shopping goods

(3) Speciality goods

(4) Unsought goods

91. How many resources should be invested in a product line? A product line manager needs to look into

(1) Sales and profits

(2) Competition

(3) Category of product

(4) Marketing strategy

92. A product mix refers to

(1) A package of problem-solving services

(2) Collection of related products

(3) Bundle of benefits that give a total experience

(4) Total numbers of products offered by a firm

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93. Cost of goods sold is equal to

(1) Opening stock + Net purchases + Direct expenses – Closing stock

(2) Operating profit – Non-operating expenses + Non-operating income

(3) Gross profit – Closing stock + Purchases + Direct expenses

(4) Opening stock + Net purchases – Direct expenses – Closing stock

94. TFCI was established in

(1) 1978

(2) 1989

(3) 1997

(4) 1987

95. The proponent of 'ERG' theory is

(1) F.W. Taylor

(2) Abraham Maslow

(3) David McClelland

(4) Alderfer

96. Arrange the Maslow's need hierarchy in the descending order

(a) Social

(b) Self-actualisation

(c) Ego

(d) Physiological

(e) Security

Select the right option using the codes given:

(1) a, c, e, d, b

(2) c, e, a, b, d

(3) d, e, a, c, b

(4) b, d, a, e, c

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97. Which of the following assets are taken into account for current ratio?

(a) Prepaid expenses

(b) Cash

(c) Stock

(d) Work-in-progress

(e) Long-term investments

(f) Patents

Choose the correct answer using the codes given:

(1) a, b, c, d

(2) b, c, a, d

(3) c, d, e, f

(4) a, b, e, f

98. Assertion (A) : Managers must apply external control to deal with irresponsible and immature employees.

Reason (R) : Theory 'X' says that the average man is by nature indolent and he works as little as possible.

Examine Assertion (A) and Reason (R) and choose the correct answer:

(1) Both (A) and (R) are true but (R) is not the correct explanation of (A)

(2) Both (A) and (R) are true and (R) is the correct explanation of (A)

(3) (A) is true but (R) is false

(4) (A) is false but (R) is true

99. Examine the following statements and select the correct answer using the codes given:

Assertion (A) : Fixed assets are depreciated over their useful life rather than over a short period.

Reason (R) : It is assumed that neither the intention nor the necessity to liquidate the business venture in the foreseeable future.

Codes:

(1) Both (A) and (R) are true and (R) is the correct explanation of (A)

(2) Both (A) and (R) are true but (R) is not the correct explanation of (A)

(3) (A) is true but (R) is false

(4) (A) is false but (R) is true

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100. Match the items of List-I with items in List-II:

List-I (Learning Theories)	List-II (Proponents)
(a) Behaviourism	i. Jean Piaget
(b) Cognitive learning theory	ii. John B. Watson
(c) Social learning theory	iii. B.F. Skinner
(d) Operant conditioning theory	iv. Albert Bandura

Choose the correct answer using the codes given:

(1) a - iii, b - ii, c - i, d - iv
(2) a - iii, b - i, c - ii, d - iv
(3) a - ii, b - i, c - iv, d - iii
(4) a - iii, b - iv, c - i, d - ii

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