



ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ ਜਲੰਧਰ
PUNJAB TECHNICAL UNIVERSITY JALANDHAR

Max. Marks: 90

Time: 90 Mins.

Entrance Test for Enrollment in Ph.D. Programme

Important Instructions

- Fill all the information in various columns, in capital letters, with blue/black ball point pen.
- Use of calculators is not allowed.
- All questions are compulsory. No negative marking for wrong answers.
- Each question has only one right answer.
- Questions attempted with two or more options/answers will not be evaluated.

Stream(Engg/Arch/Pharm/Mgmt/App.Sci/Life
Sci/Lang/Humanities)

Discipline / BranchTourism and Travel Management

Name

Father's name

Roll No.Date : 15th July 2012.....

Signature of the candidate

Signature of the invigilator

1. An aspect of a destination market offering that makes it different from those of other competing destinations, and identifies the superior value that it contains is called as:
 - a. Unique selling preposition
 - b. Targeting
 - c. Competitive advantage
 - d. Segment advantage
2. Creating an image of the destination in the mind of the consumer is:
 - a. Tourist segmentation
 - b. Destination positioning
 - c. Niche marketing
 - d. Market Targeting
3. Features that are unique to a destination, product or a service are known as:
 - a. Competitive advantage
 - b. Unique selling preposition
 - c. Targeting
 - d. Positioning
4. Which kind of tourism is synonyms with MICE tourism:
 - a. Rural tourism
 - b. Medical tourism
 - c. Farm tourism
 - d. Business tourism
5. The first stage of the introduction of rural tourism to urbanites may be recognized as:
 - a. Crafts village
 - b. Heritage hotels
 - c. Borderline villages
 - d. Interior villages
6. In SWOT analysis "O" stands for:
 - a. Office
 - b. Offering
 - c. Opportunities

- d. Orders
7. Which tourist circuit is often known as 'golden triangle'?
- Delhi-Agra-Jaipur
 - Delhi-Agra- Khajurao
 - Hyderabad- Mumbai- Bangalore
 - Lucknow-Allahabad-Varanasi
8. What is the type of tour guiding system practiced in India?
- Two tier
 - Three tier
 - Four tier
 - Five tier
9. How many tourism regions is the country of India is divided into?
- Two
 - Three
 - Four
 - Five
10. The hotels which are primarily located on highways are called as:
- Resort
 - Suburban
 - Motel
 - Airport Hotel
11. The hotels on wheels are called as:
- Boatels
 - Rotels
 - Ecotels
 - Capsule hotels
12. GDS stands for:
- Global data system
 - Global dining system
 - Global distribution system
 - Global driving system
13. "C" in ICT refers to:
- Command
 - Communication
 - Contract
 - Convention
14. FTA in 2010 was around:
- 7.8 m
 - 6.8 m
 - 5.8 m
 - 4.8 m
15. Safe and honorable tourism aims to strengthen which critical pillar of the National Tourism Policy.
- Swagat*
 - Suraksha*
 - Suvidha*
 - Soochana*
16. Name the campaign which looks at bringing an attitudinal change in the minds of people with respect to the way they interact with tourists.
- Incredible India
 - Honorable tourism practices
 - Tourism at its best
 - Atithi Devo Bhavah
17. Which year did the Government of India came out with its first ever policy on tourism:
- 1982
 - 1983
 - 1984
 - 1985
18. "Happiness on earth" has been the campaign of which country?
- Malaysia
 - Singapore
 - Australia
 - Thailand
19. Which country has used the mascot of "Kangaroo" in its campaign?
- Australia
 - New Zealand
 - China
 - Japan
20. M Visa is granted to which kind to tourist:
- Leisure tourist
 - Medical tourist
 - Business tourist
 - Rural tourist
21. Which of the following is the URL for website of Rural India?
- www.exploreruralindia.org
 - www.ruralindia.org
 - www.exploreindiavillage.org

- d. www.exploreindia.org
22. Under which scheme the Ministry of Tourism, Government of India has made efforts to bring more women into tourism related areas?
- Shobha
 - Mahila Vikas
 - Priyadarshini
 - Shakti
23. Which state is the pioneer for Rural Tourism in India?
- Punjab
 - Haryana
 - Gujarat
 - Rajasthan
24. Which State Tourism Department of India has the "Kohinoor of India" as its tag line?
- Maharashtra
 - Jammu and Kashmir
 - Goa
 - Andhra Pradesh
25. Business models that include the poor as employees, entrepreneurs, suppliers, distributors or sources of innovation that are financially, environmentally and socially sustainable are called as:
- Inclusive business model
 - Exclusive business model
 - Strategy based business model
 - Training business model
26. The National Tourism Award for the year 2009-10 in the category of best maintained and disable friendly monument was given to:
- Taj Mahal, Agra
 - Jantar Mantar, Jaipur
 - Red Fort, Delhi
 - Dilli Haat, New Delhi
27. From which country did the maximum tourist visit India in the Year 2010.
- United Kingdom
 - Canada
 - United States
 - France
28. Which Railway Station of India got the award for being most Tourist Friendly?
- New Delhi
 - Jaipur
 - Chandigarh
 - Chennai
29. "Incredible state of India" is the tagline for tourism for which of the following states?
- Rajasthan
 - Madhya Pradesh
 - Kerala
 - Goa
30. Which state of India had the maximum number of domestic visitors for the year 2010?
- Rajasthan
 - Kerala
 - Andhra Pradesh
 - Madhya Pradesh
31. ICPB stands for:
- Indian Culture and Promotion Bureau
 - Indian Convention and Promotion Bureau
 - Indian Conference and Promotion Bureau
 - Indian Companies and Promotion Bureau
32. Which is the biggest convention centre of India?
- Hyderabad International Convention Centre
 - New Delhi International Convention Centre
 - Bangalore International Convention Centre
 - Mumbai International Convention Centre
33. The two classifications of Tourists motivations given by 'Gray' are:
- Business and Leisure
 - Medical and Wellness
 - Sport and Adventure
 - Wanderlust and Sunlust
34. Tourists who are less adventurous and tend to prefer familiar destinations are called as:

- a. Allocentrics
 - b. Psychocentrics
 - c. Midcentrics
 - d. Traditionalist
35. On which date is the “World Tourism Day” celebrated?
- a. 27th September
 - b. 26th September
 - c. 25th September
 - d. 24th September
36. What was the theme of the World Tourism Day- 2011?
- a. Tourism Linking Culture
 - b. Tourism and ethics
 - c. Tourism and culture
 - d. Tourism- a passport to peace
37. How many world heritage sites does the city of Agra has?
- a. One
 - b. Two
 - c. Three
 - d. Four
38. What is the tag line of Punjab Heritage and Tourism Promotion Board?
- a. Unlimited
 - b. India begins here
 - c. Amazing heritage
 - d. Serene, Scenic, Sublime
39. Tourism is the temporary movement of people to _____ outside their normal places of _____, the activities undertaken during their stay in those _____, and the facilities created to cater to their needs.
- a. resorts; residence; resorts
 - b. destinations; work and residence; destinations
 - c. locations; travel; locations
 - d. places; normal routines; places
40. Airlines have formed _____ with other airlines (carriers) to provide seamless travel across states, countries, and continents.
- a. strategic alliances
 - b. developmental delivery platforms
 - c. cooperatives
 - d. consortiums
41. Grand Tour participants usually found themselves visiting:
- a. France, Italy, and Germany
 - b. Belgium, Switzerland, and England
 - c. England, Switzerland, and Germany
 - d. England, Germany, and Russia
42. The first credit card was introduced for travelers by:
- a. American Express
 - b. Visa
 - c. Master Card
 - d. Diners Club
43. The combination of both physical and human geography is called:
- a. National geography
 - b. Regional geography
 - c. Cartography
 - d. Topography
44. External sources of information may be grouped into two sources:
- a. Advertising and promotion
 - b. Personal and non-personal
 - c. Valid and reliable
 - d. Professional and non-professional
45. All of the following are push factors in tourist motivations except:
- a. Desire for escape
 - b. Rest and relaxation
 - c. Health and fitness
 - d. Historic sites
46. An example of a tourism activity fulfilling a belongingness need would be:
- a. Group tours with people having similar interests and/or backgrounds
 - b. Learning the language and culture before traveling to another country
 - c. Easily accessible food outlets in theme parks
 - d. Tour Guide services
47. The most commonly used basis for market segmentation is:
- a. Geographic
 - b. Graphical Representation
 - c. Demographic

- d. Product-related
48. Grouping tourists on how they live, their priorities and their interests is called:
- Psychographic
 - Demographic
 - Graphical Representation
 - Choreographic
49. Which group of travelers is considered to be the backbone or "bread and butter" of the tourism industry?
- Government travelers
 - Leisure travelers
 - Mature travelers
 - Business travelers
50. Which of the following statements does not define an eco-tourist?
- Visit natural environments.
 - Focus on education and nature appreciation.
 - Activities are not harmful to the environment.
 - Only travel in small groups.
51. The two-time tourism service supplier winner of the Malcolm Baldrige Quality Award is:
- Sheraton
 - Ritz-Carlton
 - Westin
 - Hyatt
52. When Thomas Cook organized the first group tour, he was serving as a(n):
- Travel agent
 - Meeting planner
 - Intermediary
 - Conductor
53. The simplest form of distribution providing direct access to tourism suppliers would be classified as a:
- One-level distribution channel
 - Two-level distribution channel
 - Oligopoly
 - Tandem channel
54. The most structured type of tour and usually the most complete in the components includes:
- Hosted Tour
 - Escorted Tour
 - Total Tour
 - Exclusive Tour
55. Famous 'Madhubani Paintings' are from the state of:
- West Bengal
 - Odisha
 - Bihar
 - UP
56. The rural tourism village "Raghurajpur" is in the state of:
- West Bengal
 - Odisha
 - Bihar
 - Rajasthan
57. "Pench National Park" is in the state of:
- Punjab
 - Assam
 - Madhya Pradesh
 - Chattisgarh
58. Frequent-flier marketing programs were initiated by:
- American Airlines
 - Southwest Airlines
 - Japan Air
 - Lufthansa
59. The hub-and-spoke system is used primarily by:
- Regional/commuter airlines
 - Low-cost carriers
 - Legacy carriers
 - Charter airlines
60. Urs of Khwaja Moin-ud-din Chisti is celebrated in the city of:
- Aligarh.
 - Allahabad
 - Ahmadabad
 - Ajmer.
61. An example of a country where there is no train service, only bus service, is:
- Iceland
 - Japan
 - Taiwan
 - Argentina

62. Target for International Tourist Arrival during the XI plan was
- 8 m
 - 9 m
 - 10 m
 - 11 m
63. Which one of the following is not included in Incredible India
- Adventure
 - Mystic
 - Diversity
 - Cuisine
64. Jarwa tribals are found in:
- Rajasthan
 - Andaman and Nicobar Islands
 - Madhya Pradesh
 - Chhattisgarh
65. All of the following statements are descriptive of tourism attractions except:
- Either natural locations, objects of constructed facilities
 - Natural locations
 - Heavily used during the winter months
 - Most are permanent
66. Recently _____ was declared the best state during the National Tourism Awards ceremony.
- Rajasthan
 - Kerala
 - Madhya Pradesh
 - Goa
67. Physical locations that display items from the past are called:
- Amusement parks
 - Theaters
 - Zoological parks
 - Museums
68. Kaziranga National Park is located in:
- Andhra Pradesh
 - Tamil Nadu.
 - Assam.
 - Kerala.
69. Arrange the following countries in order (highest to lowest) in terms of FTAs:
- Malaysia- Hong Kong- Indonesia- India
 - Malaysia- India Indonesia- Hong Kong
 - Hong Kong- Malaysia- India- Indonesia
 - India- Indonesia- Malaysia- Hong Kong
70. Which of the following is not a popular destination for Slum Tourism:
- India
 - Brazil
 - Australia
 - South Africa
71. Which of the following is not a common characteristic of a resort location?
- Easy accessibility for visitors
 - Attractive natural settings and recreational opportunities
 - Diverse manufacturing base
 - Employment opportunities and tourism activities are typically seasonal
72. The following amenities (healthy food, exercise classes, baths, massages, herbal treatments, and educational training) are typically found at:
- Spa resorts
 - Golf resorts
 - Summer resorts
 - Urban destinations
73. The fastest growing demographic segment of cruise ship passengers is:
- Mature travelers
 - 25- to 40-year-olds
 - Single professionals
 - Allocentrics
74. All of the following services are priced separately on most cruises except:
- Spas
 - Beauty salons
 - Shows
 - Shore excursions
75. "One State. Many Worlds" is the tagline of:
- UP Tourism
 - Andhra Pradesh Tourism
 - Tamil Nadu Tourism
 - Karnataka Tourism
76. A cruise ship's equivalent to a floor or story in a hotel is called a:
- Deck

- b. Destination
 - c. Floor plan
 - d. Promenade
77. From an economics perspective, scarce resources for individual tourists would include all of the following except:
- a. Money
 - b. Transportation
 - c. Time
 - d. Physical energy
78. Researchers typically estimate the level of tourism activity by:
- a. Dividing the number of visitors by the annual tourism budget
 - b. Multiplying the number of tourists by the annual tourism budget
 - c. Multiplying the estimated number of arrivals to a destination by the average expenditure per visitor
 - d. Multiplying the average number of visitors by the daily expenditures level per visitor
79. One of the most important factors influencing the level of international tourism activity is:
- a. Democratic governments
 - b. Infrastructure development
 - c. Promotional activities
 - d. Exchange rates
80. One of the most common measures of the economic impact of tourism is called:
- a. Comparative advantage
 - b. Input-output matrix
 - c. Strategic influence
 - d. Output multiplier effect
81. When tourism generates Rupees that are not re-spent in the area, it is referred to as:
- a. The multiplier effect
 - b. Hospitality transference
 - c. Leakage
 - d. Euclidean mathematics
82. Tourism can create all of the following positive economic benefits except:
- a. Increased prices for goods and services
 - b. Economic diversity
 - c. Infrastructure improvements
 - d. Stability in an economy
83. The worldwide organization established to preserve historic cities and natural and cultural properties is:
- a. UNICEF
 - b. NATO
 - c. UNESCO
 - d. LABYRINTH
84. Which of the following is not an element in determining carrying capacity?
- a. Physical capacity
 - b. Economic capacity
 - c. Environmental capacity
 - d. Ecological capacity
85. The practice of a society, its beliefs, social roles, and material objects that are passed down from generation to generation are called:
- a. Society
 - b. Host community
 - c. Culture
 - d. Host practices
86. A host community is composed of all of the following resources except:
- a. The local residents
 - b. The community's economic system
 - c. The infrastructure and basic government services
 - d. Tourists
87. The amount of people that a society and its land can bear is called:
- a. Environmental carrying capacity
 - b. Ecological carrying capacity
 - c. Infrastructure carrying capacity
 - d. Social carrying capacity
88. The display of material goods and affluence tourists often bring when visiting locations in undeveloped and lesser developed countries that can lead to envy is called:
- a. Currency Factor
 - b. Demonstration Effect
 - c. Conspicuous Consumption
 - d. Financial Carrying Capacity

89. Foreigners who work in another country displacing host country citizens are officially called:

- a. Scabs
- b. Scoundrels
- c. Expatriates
- d. Global Mercenaries

90. A form or philosophy of tourism that emphasizes the need to develop tourism in

a manner that minimizes environmental impact, yet ensures that host communities gain the greatest economic and cultural benefit is called:

- a. Tourism development
- b. Ecotourism
- c. Benetourism
- d. Retrotourism