

## ENTRANCE TEST FOR Ph.D. PROGRAMME, 2023

## TOURISM STUDIES

Time : Three Hours

Maximum : 100 Marks

## Part A

*Answer all questions.**Each question carries 1 mark.*

Choose the correct answer from the choices given :

1. Which is the birth place of Sri Budha ?  
(A) Bodh Gaya. (B) Kushingara.  
(C) Kapilavastu. (D) Pataliputra.
2. A person moving between geographical locations for any purpose and for any duration is called :  
(A) Tourist. (B) Traveller.  
(C) Visitor. (D) (A) and (B).
3. Foreign airline and ship crew on stopover in a country are considered as :  
(A) Visitors. (B) Travellers.  
(C) Officers on duty. (D) Tourists.
4. Employment created as a result of expenditure by local residents from the money earned from tourism is called :  
(A) Induced employment. (B) Direct employment.  
(C) Indirect employment. (D) Frictional employment.
5. Import of goods for running a hotel in tourism destination results in :  
(A) Reducing cost of production.  
(B) Increased quality service.  
(C) Economic leakage.  
(D) Reducing opportunity cost.
6. Identify the type of tourists who prefer environment bubble in destinations :  
(A) Mass tourists. (B) Ecotourists.  
(C) Drifters. (D) Budget tourists.

Turn over

7. Internal tourism consists of :
- (A) Domestic and outbound tourism.
  - (B) Domestic and inbound tourism.
  - (C) Domestic and local tourism.
  - (D) Domestic and International tourism.
8. Travel behaviour that makes tourists to see beaten-track destinations is :
- (A) Psychocentric.
  - (B) Ecocentric.
  - (C) Socialcentric.
  - (D) Allocentric.
9. Agreement signed between two countries to promote tourism is :
- (A) Unilateral.
  - (B) Multilateral.
  - (C) Bilateral.
  - (D) Geopolitical.
10. Self-contained accommodation units housed in multistoried buildings are called :
- (A) Oyo rooms.
  - (B) Suits.
  - (C) Guest houses.
  - (D) Apartments.
11. Tourism that is focusing on watching birds and their activities is called :
- (A) Nature tourism.
  - (B) Avitourism.
  - (C) Ecotourism.
  - (D) Adaptive tourism.
12. What is the colour of diplomatic passport ?
- (A) White.
  - (B) Maroon.
  - (C) Green.
  - (D) Blue.
13. The cost incurred for the construction of a hotel building is an example for :
- (A) Fixed cost.
  - (B) Variable cost.
  - (C) Opportunity cost.
  - (D) Supplementary cost.
14. Airport that is developed in a new site is called :
- (A) White field airport.
  - (B) Modern airport.
  - (C) Greenfield airport.
  - (D) Udan airport.
15. Total number of tourism trips taken as a percentages of population is :
- (A) Travel propensity.
  - (B) Gross Travel propensity.
  - (C) Net travel propensity.
  - (D) Travel elasticity.

16. The plan that includes only room tariff is :
- (A) European plan. (B) American plan.  
(C) Barmuda plan. (D) Rental plan.
17. Whose name is associated with Hierarchy of human needs :
- (A) Thomas Cook. (B) Gahlen.  
(C) Philip Kotler. (D) Abraham Maslow.
18. Which of the following is a quantiative technique of forecasting ?
- (A) Delphi method. (B) Executive opinion method:  
(C) Box Jenkins method. (D) Relevance free.
19. Which of the following gives data on supply side of tourism ?
- (A) Tourist arrivals. (B) Accommodation  
(C) Consumer preference. (D) Visitor satisfaction.
20. Tour offered in single price with more than two elements of services is :
- (A) Point of sale. (B) Travel itinerary.  
(C) Tour costing. (D) Package tour.
21. For a tour company wages given to daily workers comes under :
- (A) Variable cost. (B) Fixed cost.  
(C) Opportunity cost. (D) Alternative cost.
22. Which of the following is not an example for intangible cultural heritage ?
- (A) Festivals. (B) Arts.  
(C) Traditional building. (D) Traditional knowledge.
23. A model of life cycle of destination is developed by :
- (A) Maslow. (B) Kotler.  
(C) Butler. (D) Plogs.
24. Service providers who give direct service to tourists are called :
- (A) First service providers. (B) Primary service providers.  
(C) Secondary service providers. (D) Tertiary service providers.
25. Nisagandhi dance festival is an example for :
- (A) Tourism promotion. (B) Marketing.  
(C) Sales. (D) Traditional art.

Turn over

26. STEP is an example for :
- (A) Tourism planning. (B) Social tourism.  
(C) Tourism promotion. (D) Pro poor tourism.
27. Identify the pull factor in tourism :
- (A) Income. (B) Free time.  
(C) Attraction. (D) Incentives.
28. Eiffel tower is located in :
- (A) USA. (B) UK.  
(C) France. (D) Germany.
29. Rathambore National Park is located in :
- (A) Rajasthan. (B) Madhyapradesh.  
(C) Assam. (D) Utharakhand.
30. Golden Gate Bridge is located in :
- (A) Dubai. (B) Sanfrancisco.  
(C) China. (D) Kuwait.
31. Which one of the following is not located in New York City ?
- (A) Time square. (B) Central park.  
(C) Grand Central Terminal. (D) Disney land.
32. Chokhi Dhani in Rajasthan is a :
- (A) Theme village. (B) Dance form.  
(C) Local cusine. (D) Protected area.
33. Which of the following divisoin do not fall under back of house operation of a hotel ?
- (A) Engineering. (B) Human resource.  
(C) Accounting. (D) Sales and marketing.
34. An investor owner gets into an agreement with a operator to run the hotel is an example for ?
- (A) Franchise. (B) Property lease.  
(C) Management contract. (D) Pledging.
35. What is the basic objective of exploratory research ?
- (A) Provide insights and understanding.  
(B) Test hypothesis.  
(C) Formulate policy.

36. What is Swachh Paryahen ?  
(A) Village tour package. (B) Tourism circuit.  
(C) Mobile application. (D) Tour awareness programme.
37. Identify the initiative to ensure safe operations of hotels and restaurants ?  
(A) SAATHI. (B) NIDHI.  
(C) PRASAD. (D) RT.
38. The process and results of interaction between different cultures is :  
(A) Mediation. (B) Cultural exchange.  
(C) Acculturation. (D) Demonstration.
39. Development and promotion of prepared food as an attraction for visitors is :  
(A) Food festival. (B) Holiday tourism.  
(C) Culinary tourism. (D) Ethnic tourism.
40. A tour designed to fit the specific needs of a target group is called :  
(A) Package tour. (B) Inclusive tour.  
(C) Customised tour. (D) Responsible tour.
41. Reduced rate for a guest room during day time is :  
(A) Rack rate. (B) Day rate.  
(C) Guest rate. (D) Occupancy rate.
42. Group of travellers whose trip originated in another country is called :  
(A) Inbound tour. (B) Outbound tour.  
(C) National tour. (D) Incentive tour.
43. What is OTA ?  
(A) Official Tour Agent.  
(B) Offshore Tour Agency.  
(C) Organisation of Tour Administrators.  
(D) Online Travel Agent.
44. What is PNR ?  
(A) Passenger Number Record. (B) Passenger Name Record.  
(C) Passenger National Record. (D) Passenger Number Receipt.

Turn over

45. In census method, data is collected from ?  
(A) Random sample.  
(B) Purposive sample.  
(C) Each and every unit of population.  
(D) Sample and nonsample.
46. A good sample must be :  
(A) Non representative. (B) Representative.  
(C) Adequate for calculation. (D) Biased.
47. Demand for accommodation in pilgrim destination is :  
(A) Inelastic. (B) Elastic.  
(C) Relatively elastic. (D) Absolutely elastic.
48. The Rio earth submit was organised in :  
(A) 2000. (B) 1999.  
(C) 1993. (D) 1992.
49. Data related to number of seats available in an airline is an example for :  
(A) Tourism demand. (B) Occupancy rate.  
(C) TIM. (D) Tourism supply.
50. The post covid addition to Kerala Tourism is :  
(A) Caravan. (B) Seaplane.  
(C) ULE package. (D) Responsible tourism.

(50 × 1 = 50 marks)

**Part B**

*Answer any ten questions.  
Each question carries 5 marks.*

51. Distinguish between Exploratory and Conclusive research.
52. Discuss the basic difference between Primary and Secondary data.
53. What is focus group discussion ?
54. Discuss the advantages and disadvantages of observation method.
55. Give an account of different types of sampling method.
56. Examine the advantages and disadvantages of unstructured question.
57. Discuss the procedures for selecting of a systematic random sampling.
58. What is convenience sampling ?

59. What is Pilot study ? Why it is important for preparing questionnaire ?
60. What is nonparametric test ?
61. What are the main uses of regression analysis ?
62. What do you mean by prediction accuracy ?
63. Examine the factor analysis model.
64. What are the advantages and disadvantages of frequency distribution.

(10 × 5 = 50 marks)

