

53/2014

Maximum : 100 marks

Time : 1 hour and 15 minutes

1. Dehradun is situated in :
(A) Himadri (B) Himachal
(C) Shiwalik (D) Indo-Gangetic Planes
2. The three letter code for Lusaka is :
(A) LUS (B) LKA
(C) LUN (D) IXL
3. The amount of money a foreigner can bring to India without declaration is upto :
(A) \$ 5000 (B) \$ 10000
(C) \$ 2000 (D) \$ 1000
4. Which of the following country does not have DST?
(A) Australia (B) Canada
(C) USA (D) UK
5. Longitudinal difference between each time zone is :
(A) 7.5 (B) 15
(C) 24 (D) 36
6. The main problem faced by the tourism industry in India now is :
(A) Increased competition (B) Decreased tourist arrival
(C) Lack of infrastructure (D) Increased taxation
7. Bridge between product management and product development is :
(A) Product Design (B) Packaging
(C) Marketing (D) Branding
8. The process of sub-dividing a large homogeneous market into identifiable group of buyers is :
(A) Market forecasting (B) Market segmentation
(C) Market positioning (D) Market targeting

9. A need exists but not fulfilled by current products is :
(A) No demand (B) Negative demand
(C) Unwholesome demand (D) Latent demand
10. Which of the following does not attribute to societal marketing?
(A) Business profit (B) Consumer satisfaction
(C) Market development (D) Society well being
11. Number of buyers in the market X Quantity purchased by an average buyer per year X Price of an average unit = :
(A) Total market demand (B) Demand-Supply gap
(C) Total sale (D) Purchasing power
12. Three letter code for Pune is :
(A) PUN (B) PNE
(C) PNQ (D) IXP
13. If a traveller leaves Japan on Monday to USA crossing the International Dateline Eastwards, the day changes to :
(A) Wednesday (B) Tuesday
(C) Sunday (D) There is no change
14. The Grand Tour was between :
(A) 15th to 18th Century (B) 17th to 19th Century
(C) 16th to 18th Century (D) 16th to 19th Century
15. Hotel coupons are introduced by :
(A) Thomas Cook (B) American Express
(C) Expedia (D) SOTC
16. First round the world tour was organized in :
(A) 1872 (B) 1882
(C) 1878 (D) 1883
17. Tourism area life cycle is developed by :
(A) Taylor (B) Levitt
(C) Coltman (D) Butler

18. Agenda 21 is endorsed in :
(A) Rio Summit (B) Manila Declaration
(C) Rome Conference (D) Sustainable Seattle, 2004
19. 'The development that meets the needs of the present without compromising the ability of the future generation to meet their needs' is an outcome of :
(A) UNEP (B) UNESCO
(C) UNDP (D) Brundtland Report
20. Special Tourism Areas are identified for integrated development by :
(A) NAP 1992 (B) NCT 1988
(C) Sargeant Committee Report (D) 5th Five-Year Plan
21. The validity of 'M – visa' is :
(A) 3 months (B) 6 months
(C) 12 months (D) 1 month
22. Who among the following was the first space tourist?
(A) Dennis Tito (B) Mark Shuttleworth
(C) Anousheh Ansari (D) Gregory Olsen
23. The CD – ROM which won the best TV commercial award internationally of Kerala Tourism of the year 2011 is :
(A) The Mantra of Niramaya
(B) The Green Symphony
(C) Your moment is waiting
(D) Green seasons in God's Own Country
24. Patients travelling abroad for affordable quality treatment opportunities are called :
(A) Health tourist (B) Wellness tourist
(C) Medical tourist (D) Culture tourist
25. The most important component of tourism is :
(A) Hospitality (B) Transportation
(C) Accommodation (D) Locale
26. Kalbelia is a folk song of :
(A) Andhra Pradesh (B) Odisha
(C) Mizoram (D) Rajasthan

27. Which of the following is included in the World Biosphere Reserve list?
(A) Pachmarhi (B) Simlipal
(C) Agasthya Mala (D) Nilgiris
28. Headquarters of ISCON is located at :
(A) Mathura (B) Dwaraka
(C) Hyderabad (D) Delhi
29. Khajuraho temples are built by :
(A) Chalukyas (B) Hoysalas
(C) Solankis (D) Chandela Rajputs
30. Which is the largest Jain temple in India?
(A) Shravana Belgola (B) Mount Abu
(C) Ellora (D) Palitana
31. Ajanta caves represent :
(A) Buddhism and Jainism (B) Buddhism and Hinduism
(C) Hinduism and Jainism (D) Buddhism
32. Pushkar fair is held during :
(A) January – February (B) October – November
(C) September – October (D) April – May
33. Who is heralded as the Father of Carnatic Music?
(A) Thyagaraja (B) Syamashastri
(C) Deekshithar (D) Purandara Dasa
34. Which of the following is not followed in EIA?
(A) Screening (B) Scoping
(C) Auditing (D) Demand forecasting
35. How many World Heritage Sites are there in India as of 2013?
(A) 28 (B) 32
(C) 34 (D) 30
36. What is the maximum limit of FDI in hotels and tourism in India?
(A) 100% (B) 70%
(C) 49% (D) 51%

37. Foreigners registration period after arrival in India is :
(A) 30 days (B) 21 days
(C) 14 days (D) 7 days
38. The minimum number required to obtain collective visa is :
(A) 8 (B) 2
(C) 12 (D) 4
39. What is a 'P - passport'?
(A) Official passport (B) Diplomatic passport
(C) Regular passport (D) Hajj passport
40. Biometric passports are available to :
(A) All citizens (B) Diplomats
(C) Hajj pilgrims (D) Government officials
41. Constructions are not permitted in the CRZ, if they are within :
(A) 1000 m from the HTL (B) 500 m from the HTL
(C) 1500 m from the HTL (D) 800 m from the HTL
42. In which year did the first tourism policy of India was announced?
(A) 1992 (B) 1988
(C) 1982 (D) 1972
43. Which among the following accounted the highest foreign tourist arrivals to India in the year 2012?
(A) USA (B) Germany
(C) Spain (D) France
44. The opposite strategy of penetration pricing is :
(A) Mark up pricing (B) Product bundle pricing
(C) Backward pricing (D) Skimming pricing
45. The marketing mix strategy is propounded by :
(A) McIntosh (B) McCarthy
(C) F.W. Taylor (D) Phillip Kotler

46. Heterogeneity aspect of tourism product can be associated with :
(A) Goa (B) Amarnath
(C) Sabarimala (D) Bodh Gaya
47. Different components of a package tour are sold without assembling them by :
(A) Tour operator (B) Travel agent
(C) GSA (D) Tour consolidator
48. Which of the following is not an objective of the Kerala Tourism Policy 2012?
(A) Quality human resource (B) Quality visitor experience
(C) To increase market share (D) Kerala – a visible global brand
49. Frequent flyer programme is :
(A) Advertisement (B) Sales promotion
(C) Direct marketing (D) Public relations
50. On which date did FEMA come into force?
(A) June 1, 2000 (B) July 18, 1999
(C) April 1, 1995 (D) January 1, 2001
51. JAL Hans is operated between :
(A) Thiruvananthapuram and Lakshadweep
(B) Port Blair and Havelock
(C) Chorao to Panaji
(D) Kavarati to Kalpeni
52. What is the altitude of Gulmarg?
(A) 2690 m (B) 2487 m
(C) 2653 m (D) 3248 m
53. In which state is Dahang Debang located?
(A) Assam (B) Arunachal Pradesh
(C) Mizoram (D) Meghalaya
54. Which of the following attributes best fits for a prospect?
(A) Seller, aggressive marketing
(B) Buyer, purchasing power, self-marketing
(C) Seller, purchasing power
(D) Buyer with purchasing power

55. Which among the following is wrongly matched?
- (A) Project Tiger – 1973
 - (B) Wild Life Protection Act – 1972
 - (C) Environmental Protection Act – 1983
 - (D) Gir Lion Project – 1973
56. Which is the first state in India to launch an amphibian seaplane service?
- (A) Kerala
 - (B) Goa
 - (C) Tamil Nadu
 - (D) Jammu and Kashmir
57. 'Making tourism more sustainable' is published by :
- (A) UNEP and UNWTO
 - (B) WTTC
 - (C) OECD
 - (D) UNESCO
58. The lowest degree of enjoyment tourists are prepared to accept before they start seeking alternative destination is called :
- (A) Physical carrying capacity
 - (B) Economic carrying capacity
 - (C) Psychological carrying capacity
 - (D) Social carrying capacity
59. Tourists from which of the following countries are eligible to get visa on arrival in India?
- (A) Cambodia
 - (B) USA
 - (C) Germany
 - (D) UK
60. What is the targeted booking rate for IRCTC in the year 2014?
- (A) 2000 per minute
 - (B) 4800 per minute
 - (C) 7200 per minute
 - (D) 5600 per minute
61. In the MBO transformation process, objectives are not stated in terms of :
- (A) Quantity
 - (B) Quality
 - (C) Profit
 - (D) Time
62. A management skill that is important at all levels of an organization is :
- (A) Conceptual
 - (B) Human
 - (C) Technical
 - (D) Design
63. Which of the following theory ignored the concept of leadership, motivation, power and informal relations?
- (A) Classical
 - (B) Pre-Classical
 - (C) Modern
 - (D) Behavioural

64. On-the-job training methods are not based on :
(A) Demonstration methods (B) Interactive methods
(C) Vestibule Training methods (D) Apprentice training method
65. The willingness of sub-ordinates to take an additional responsibility is a factor that affects the degree of :
(A) Centralization (B) Decentralization
(C) Controlling (D) Decision making
66. Which structure usually has many hierarchical levels and narrow span of control?
(A) Flat (B) Wide
(C) Tall (D) Broad
67. Who defined marginal analysis as the extra output obtained by adding one extra unit of input keeping other factors constant?
(A) Peter Drucker (B) Max Weber
(C) Michel E. Porter (D) Paul Samuelson
68. Which of the following is not an approach to organization development?
(A) Problem solving (B) Decision making
(C) Team development (D) Co-operation
69. Who propounded the contingency theory of leadership?
(A) Peter Drucker (B) F. W. Taylor
(C) Fred Fieldler (D) Joan Woodward
70. The average length of stay of foreign tourists is estimated to :
(A) 12 days (B) 10 days
(C) 24 days (D) 16 days
71. Which of the following sampling method is preferred for studying heterogeneous population?
(A) Simple random sampling (B) Stratified sampling
(C) Convenient sampling (D) Systematic sampling
72. A test that examine subjects' thoughts and thought processes is :
(A) Cognitive test (B) Affective test
(C) Standardized test (D) Generalized test

73. Which of the following is most appropriate about discussion part of a research paper?
- (A) It elaborates importance of the topic
 - (B) Explain how the findings concur with that of others
 - (C) Deals with method of sampling and recruitments
 - (D) Deals with findings of the relevant studies
74. The process of collecting and analyzing information to develop or enhance a theory is :
- (A) Basic research
 - (B) Applied research
 - (C) Evaluation
 - (D) None of the above
75. If you want to determine whether and to what degree a relationship exists between two or more variables what kind of study you have to do?
- (A) Descriptive
 - (B) Correlation
 - (C) Causal-comparative
 - (D) Experimental
76. Creating a class room climate conducive to develop positive self concept in students is by :
- (A) Challenge and freedom
 - (B) Respect and warmth
 - (C) Control and success
 - (D) All the above
77. Which of the following teacher will be liked most?
- (A) A teacher who maintain discipline in the classroom
 - (B) A teacher who make teaching learning process enjoyable
 - (C) A teacher who give more home work
 - (D) A teacher who take more number of classes
78. An instructional model that identifies the major variable in the teaching learning process includes :
- (A) Individual differences
 - (B) Principle of learning
 - (C) Teacher behaviour
 - (D) All the above
79. The extent of teachers' subject matter and pedagogical expertise indicates the teachers :
- (A) Efficacy
 - (B) Morale
 - (C) Competency
 - (D) Efficiency
80. What will be the impact of interactive teaching?
- (A) It will make teaching learning process difficult
 - (B) It will create confusion among students
 - (C) Students will be expected to listen only
 - (D) It will make teaching learning process effective, democratic and friendly

81. The term socialist has been inserted in the preamble by the ———— Amendment Act of the Constitution.
- (A) 43 (B) 42
(C) 41 (D) 40
82. Right for freedom to form Association is provided in ———— Article of the Constitution.
- (A) 19(1)(a) (B) 19(1)(b)
(C) 19(1)(c) (D) 19(1)(d)
83. Money Bill can be introduced in :
- (A) Lok Sabha (B) Rajya Sabha
(C) Both (A) and (B) (D) None of the above
84. Legislative council of a State :
- (A) Can be dissolved by the Governor
(B) Can be abolished by the President with the advice of the Governor of the State
(C) Can be abolished by the Parliament based on the resolution passed by the majority of the Legislative Assembly
(D) Can be abolished by the Governor based on the resolution passed by the majority of the Legislative Assembly
85. Which of the following statement is true?
- (1) The President can make a proclamation declaring emergency only when he receives in writing the decision of the Union Cabinet to this effect
(2) The president could make a proclamation declaring emergency on the ground of threat of internal disturbance
(3) The president could make a proclamation declaring emergency on the ground of threat of Armed Rebellion
(4) The president could make a proclamation declaring emergency on the ground of threat of External Aggression
- (A) 1, 2, 3 (B) 1, 3, 4
(C) 2, 3, 4 (D) 1, 2, 3, 4
86. According to Child Labour (Prohibition and Regulation) Act, 1986 Child mean the person who has not completed his ———— year of age.
- (A) 18 (B) 16
(C) 15 (D) 14

87. What is the penalty for the refusal of the RTI application by the Public information Officer?
(A) Rs. 5,000 and 1 month imprisonment (B) Rs. 1,000 and 1 month imprisonment
(C) Rs. 5,000 (D) Rs. 25,000
88. Which of the following statement is not true?
(A) No child shall be required to work for more than 3 hours at a stretch
(B) No child shall be required to work for more than 6 hours including rest period
(C) No child shall be permitted to work between 8 p.m. and 8 a.m.
(D) None of the above
89. The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 :
(1) Protects women working in that place
(2) Protects any women who enters the work place like clients, customer, etc.
(3) Protects all the employees who are working there
(4) Protects only women working in government institutions
(A) 1 and 2 (B) 2 and 3
(C) 3 and 4 (D) 1, 3, 4
90. Whoever contravenes the provisions of S.24 of the Water (Prevention and Control of Pollution) Act, prohibition on use of stream or well for disposal of polluting matter shall be punishable with imprisonment for a term which shall not be less than :
(A) 1 year but which may extend to 6 years
(B) 2 year but which may extend to 8 years
(C) $1\frac{1}{2}$ year but which may extend to 8 years and with fine
(D) $1\frac{1}{2}$ year but which may extend to 6 years and with fine
91. In which novel of Kesava Dev 'Pappu' appears as the main character?
(A) Odayil Ninnu (B) Branthalayam
(C) Kannadi (D) Ayalkkar
92. The First editor of 'Swadeshabhimani' daily :
(A) Balakrishna Pilla (B) K. Ramakrishna Pilla
(C) Vakkam Abdulkhader Moulavi (D) C.P. Govinda Pilla

93. Who organised 'Misrabhojanam'?
- (A) Sri Narayana Guru (B) Sahodaran Ayyappan
(C) Ayyamkali (D) Chattambhi Swamikal
94. 'Pattini Jatha' led by :
- (A) K. Kelappan (B) Dr. Ayyathan Gopalan
(C) A.K. Gopalan (D) P.K. Chathan Master
95. Who took Prime role in the publication of 'Rajyasamacharam'?
- (A) Clement piyanoos padre (B) Dr. Herman Gundert
(C) Arnos Padre (D) James Augustus
96. The Chief guest on the occassion of 65th Republic day celebration :
- (A) Shinzo Abe (B) Hu Zhang Tao
(C) Yoshihiko Noda (D) Wen Jiabo
97. Which amount the following diseases is eradicated through immunisation programme in India?
- (A) Polio (B) Tuberculosis
(C) Diptheria (D) Jaundice
98. Who inaugurated the new Kerala legislative assembly building in 1998?
- (A) A.B. Vajpayee (B) I.K. Gujral
(C) K.R. Narayanan (D) Krishna Kant
99. The Minister who presented and passed the Land reformation act of Kerala in 1969 :
- (A) T.V. Thomas (B) K.T. Jacob
(C) C. Achutha Menon (D) K.R. Gouri
100. The bowler to take Sachin's wicket in his last test :
- (A) Darren Sammy (B) Narsingh Deo Narine
(C) Chris Gayle (D) Keron Pollard