

Course: Commerce –M.com. (Business Management)

Semester: IV

Subject: Tourism Management

Date: Sep-2020

Type: MCQ.

UNIT -1

1. Tourism sector creates more _____ opportunities

1. **Job
2. Fund raising
3. Profit making
4. Attractive

2. Eco tourism relates to _____

1. Economic system
2. Financial system
3. **Nature
4. E-commerce

3. International tourism helps to earn _____

1. Goodwill
2. **Foreign exchange
3. Image building
4. Collaborative Business

4. _____ is the cultural capital of India

1. Mumbai
2. **Delhi
3. Nagpur
4. Bangalore

5. Availability of trained _____ is essential for tourism

1. **Manpower
2. Candidates
3. Caterers
4. Hoteliers

6. India needs to change its _____ marketing approach to modern marketing approach for developing Tourism

1. Planning

2. Organising
3. **Traditional
4. Management

7. Shilp-Gram mela is organised in _____

1. Ajmer
2. Agra
3. Delhi
4. **Rajasthan

8. _____ country in Asia is emerging as the leading tourist destination

1. Indonesia
2. Thailand
3. **China
4. Nepal

9. _____ holidays are one of the type of tourism

1. **Wellness and health
2. Music and Recreation
3. Sports
4. Entertainment

10. _____ has successfully tapped the Asian tourism market in terms with competition

1. Bangladesh
2. Malaysia
3. Singapore
4. **India

11. India is the _____ spender on tourism

1. **Lowest
2. Highest
3. Moderate
4. Negligible

12. _____ does not play any role in growth of tourism in India

1. Public Sector
2. **Private Sector
3. Quasi Sector
4. Micro small industries

13. _____ is a unique tourism product organised in the state of Maharashtra.

1. **Kumbh mela
2. ShilpGram Mela
3. Pushkar Mela
4. Odissa handicraft Festival

14. _____provides traditional crafts designed for shopping purpose in the capital city of India

1. Noida
2. **Dilli haat
3. Chandigarh
4. Chennai

15. Indian _____are not part of tourism for attracting foreigners.

1. Places
2. Art
3. Paintings
4. **food and taste

16. Tourism destination planning relates to planning of _____

1. Carvings
2. Sculptures
3. Architecture
4. **Places

17. Tourism and _____should go together for promoting tourism activities in India

1. **service Industry
2. Product
3. Planning
4. Hotel

18. Tourism activity is _____generating activity

1. ** Income
2. Recreation
3. Travel
4. Destination

19. Advertising agencies create jobs in _____field

1. Banking
2. **Copywriters
3. Production Department
4. Technology field

20. The place at which a traveller terminates his journey is called _____

1. **Destination
2. Domestic Tourism
3. Excursionist
4. Mass tourism

21. Tourist _____is a composition of series of operations that are result of

study of the market

1. Infrastructure
2. Motel
3. **Itinerary
4. Multiplier

22. Destination area must have _____ appeal to tourist

1. **Attraction
2. Accessible
3. Available
4. Affordable

23. Tourism Industry offers _____ means of creating jobs in comparison to manufacturing industry

1. High-Cost
2. ** Low Cost
3. Profitable
4. Affordable

24. One of the step in destination planning is _____

1. Goal setting
2. Tourism planning
3. **Resource Planning
4. Profit making

25. _____ is a part of tourism destination planning

1. ** Human Resource Planning
2. Ecotourism
3. Public relations
4. Government policies

Unit-2

1. _____ is a very powerful pull marketing strategy for tourism products.
 - a. **Word of mouth
 - b. Trade show promotion
 - c. Sales promotion
 - d. Exhibitions

1. _____ tourism products include visit to natural resources and natural environment.
 - a. Adventure
 - b. Symbiotic
 - c. Manmade
 - d. **Natural
2. _____ characteristics of Tourism creates the challenge of fluctuations in demand for tourism products.
 - a. Storability
 - b. Separability
 - c. Tangibility
 - d. **Seasonality
3. _____ pricing in tourism occurs, when a company sells product or service at two or more prices.
 - a. Promotional
 - b. **Discriminatory
 - c. Mark -up
 - d. Follow the leader
4. Visit to witness rich flora, fauna and natural attractions of a particular place is considered as _____ tourism product.
 - a. Dark
 - b. MICE
 - c. Religious
 - d. **Eco
5. _____ of tourism Products is one of the important features of Tourism industry.
 - a. Independence

- b. **Interdependence
 - c. Irrelevance
 - d. Conflicts
6. Customers' relative perception is one of the _____ factors influencing pricing of tourism products.
- a. Internal
 - b. **External
 - c. Unrelated
 - d. Unimportant
7. The most basic level of tourism product is called _____ product .
- a. Augmented
 - b. Expected
 - c. **Core
 - d. Potential
8. Visit to a particular place where an event is the main attraction, it is called _____ based tourism product.
- a. Natural
 - b. **Event
 - c. Historic
 - d. Religious
9. When a tourism company directs its marketing efforts at channel participants to encourage them to increase sale of tourism product, it is called _____
- a. Pull Strategy
 - b. **Push Strategy
 - c. Throw Strategy
 - d. Catch Strategy
10. Prospecting is one of the _____ skills required in tourism.
- a. **Sales technique
 - b. Buying technique
 - c. Analysing technique
 - d. Conceptual
11. _____ is one of the features of the tourism product
- a. Tangibility
 - b. Separability
 - c. Storability
 - d. **Intangibility
12. _____ pricing in tourism occurs, when a company sells tourism product at different prices in different locations.
- a. Promotional
 - b. Mark -up
 - c. **Differential
 - d. Follow the leader
13. Organisational considerations are one of the _____ factors influencing pricing of tourism products.
- e. **Internal
 - f. External
 - g. Unrelated

- h. Unimportant
14. _____ pricing takes into consideration the changes in price to accommodate different tourist requirements.
- a. Promotional
 - b. **Discriminatory
 - c. Mark -up
 - d. Follow the leader
15. The step in AIDA model are: Attention Interest, Desire, _____
- a. Awareness
 - b. Attraction
 - c. Advertising
 - d. Action.
16. _____ is push marketing strategy used in tourism.
- a. Social media
 - b. **Trade show promotion
 - c. Advertisement
 - d. Sales promotion
17. _____ is not an example of push marketing strategy used for tourism products.
- a. Trade shows
 - b. Personal selling
 - c. Designing of tourism packages
 - d. **Advertisement
18. _____ is not the example of using a pull marketing.
- a. Social media
 - b. Advertising
 - c. Billboards
 - d. **Personal selling
19. Developing promotional objectives is one of the steps of _____
- a. **Procedure of promotional plan
 - b. Pricing
 - c. Physical distribution
 - d. Product designing
20. Selecting suitable promotional mix elements _____ sales of tourism products.
- a. **Aids in increasing
 - b. Aids in decreasing
 - c. Does not affect
 - d. Aids in maintaining
21. Additional 3 Ps such as _____, along with 4Ps (Product, Price, Place, Promotion) of marketing mix are applicable for tourism.

- a. Prosperity, Peace, Power
 - b. Promising, Purpose, Perfect,
 - c. Positive, Permanent, Principle
 - d. **People, Process, Physical evidence
22. For effective marketing of tourism products, Tourism Promotional Plan should be implemented at _____
- a. National level
 - b. Regional level
 - c. State level
 - d. **All level
23. _____ is used for supporting an event financially and making it a tourism product.
- a. **Sponsorship
 - b. Designing
 - c. Direct mail
 - d. Merchandising
24. _____ is one of the challenges related to tourism products.
- a. Storability.
 - b. Separability.
 - c. Tangibility.
 - d. **Intangibility

UNIT -3

1. _____ operates as a legally appointed agent, representing the principal in certain geographic area.
- a. Tour operator
 - b. **Travel agency
 - c. Tour broker
 - d. Ground operator
2. _____ is type of travel agent that deals with all kinds of services.

- a. **Full service agency
 - b. Travel agent
 - c. Tour operator
 - d. Ground operator

3. _____ is a type of travel agent that is located in the premises of corporate offices to make travel arrangement of employees.
 - a. Full service agency
 - b. Wholesale travel agency
 - c. Online Travel agency
 - d. **Implant agency

4. The acronym CDMO stands for _____.
 - a. Company Destination Marketing Organization
 - b. **Community Destination Marketing Organization
 - c. Customer's Destination Marketing Organization
 - d. Competitor's Destination Marketing Organization

5. A travel agency is also called as _____ of tourist product.
 - a. Retailer
 - b. **Manufacturer
 - c. Distributor
 - d. Wholesaler

6. _____ commonly known as handling agencies and their main function is to organize tour arrangements for incoming tourist on the behalf of the overseas operators.
 - a. Inbound tour operator
 - b. **Ground tour operator
 - c. Outbound tour operator
 - d. Onbound tour operator

7. _____ Tour operators provide travel services within the tourist's native country.
 - a. **Domestic
 - b. Inbound

- c. Outbound
 - d. Ground
8. Indian company making tour arrangement in Singapore for a tourist group from India visiting Singapore is _____.
- a. Domestic Tour Operator
 - b. Ground Tour Operator
 - c. Inbound Tour Operator
 - d. **Outbound Tour Operator
9. The acronym IATA stands for _____.
- a. Indian Air Transport Association
 - b. **International Air Transport Association
 - c. International Air Travel Agency
 - d. Indian Association of Travel Agency
10. A _____ travel agency is owned by shareholders who are represented by a board of directors.
- a. Proprietorship
 - b. Partnership
 - c. Franchising
 - d. **Corporate
11. WTTC means _____.
- a. World Travel and Travel Council.
 - b. World Travel and Trade Council
 - c. **World Travel and Tourism Council
 - d. World Tourism and Trade Council
12. _____ is a hospitality, retail and education company owned by government of India, under Ministry of Tourism.
- a. IATD
 - b. WTTC
 - c. TAAI
 - d. **ITDC

13. Culture, History and Diversity in India are _____ image attributes.
- **Positive
 - Negative
 - Neutral
 - Environmental
14. Poverty, Dirt and Pollution in India are _____ image attributes.
- Neutral
 - Environmental
 - Positive
 - **Negative
15. The _____ founded in 1990, is the body which represents the Travel and Tourism private sector globally.
- Indian Association of Tour Operators
 - International Air Transport Association
 - Travel Agents Association of India
 - **World Travel and Tourism Council
16. _____ Tourism comprised inbound tourism plus outbound tourism.
- Domestic
 - **International
 - National
 - Local
17. Following are the types of travel agency except _____.
- Partnership
 - Corporate
 - **Joint venture
 - Franchising
18. Destination marketing organization can be classified as Regional Destination Marketing Organisation and _____
- Social Destination Marketing Organisation
 - **Community Destination Marketing Organisation
 - National Destination Marketing Organisation

d. International Destination Marketing Organisation

19. World Travel and Tourism Council was established in _____.

- a. **1990
- b. 1951
- c. 1947
- d. 1966

20. Travel agency being seen on a _____ basis is owned by two or more individuals.

- a. Corporate
- b. Proprietorship
- c. Franchising
- d. **Partnership

21. A _____ deals with one component of travel product.

- a. Tour operator
- b. Corporate
- c. **Travel agency
- d. Tour broker

22. Which one of the following is not a challenge for Indian Tourism Industry?

- a. _____
- a. Lack of proper infrastructure
- b. Amenities
- c. **Culture and History
- d. Taxation

23. The importance of International Tourism is _____.

- a. human trafficking
- b. incidence of crime
- c. **Revenue to the Government
- d. Gambling

24. The Indian Tourism Development Corporation was established in _____.

- a. **1966
- b. 1947
- c. 1951
- d. 1990

25. Which one of the following is not an Online Travel Agency? _____

- a. yatra.com
- b. makemytrip.com
- c. **myntra.com
- d. Goibibo

Module-IV- Tourism Development -

1. _____ is such; that carefully manages its potential negative impact on the host community and local environment.
 1. Agro Tourism
 2. Cultural Tourism
 3. Sustainable Tourism**
 4. Village Tourism
2. _____ is the sign of economic impact of Tourism.
 1. Increased Revenue **
 2. Improved Communication Skills
 3. Improved Health Services
 4. Increased pollution
3. Tourism creates impact on _____
 1. Individual
 2. Family
 3. **Culture
 4. Community
4. Sustainable Tourism aims to provide maximum protection to local _____
 1. Farming and vegetation
 2. Transportation
 3. **People & Their Livelihood
 4. Commuters commuting
5. _____ Approach of tourism do not consider interest of the Local Community.
 1. Boosterism **
 2. Economic
 3. Sustainable
 4. Physical Spatial

6. _____ is the strategic slogan of Ministry of Tourism as central principle of Tourism.
1. Atithi Aate Raho
 2. Grahko Devo Bhavo
 3. Atithi Padharo Mhare Desh
 4. Atithi Devo Bhavo **
7. National Tourism Policy - _____ is stood on seven important pillars like; Swagat, Soochana, Suvidha, Suraksha, etc.
1. 2015
 2. 2002 **
 3. 2020
 4. 1982
8. National Tourism Policy _____, is the first tourism policy of the country.
1. 1975
 2. 1982 **
 3. 1990
 4. 2002
9. National Tourism Policy 1982 has succeeded to led the foundation of development by promoting _____ to boost the tourism industry
1. Eco Tourism
 2. FDI
 3. Public Private Partnership **
 4. Privatisation
10. _____ was the focused area of National Tourism Policy 2002.
1. **Tourism Product or Destination Development
 2. Building Tourist culture
 3. Building Motels
 4. Rural tourist site development
11. The Govt. has encouraged tourism fairs or exhibitions in abroad as a part of NTP _____
1. 1982
 2. 2002 **
 3. 2015
 4. 2020
12. _____, first time came on the Govt. agenda as a one important objective of NTP-2015.
1. Middle India Tourism
 2. South Tourism
 3. Coastal Tourism
 4. North-East Tourism **

13. 'International Yoga Day', is being celebrated on _____ as rich heritage of India
1. 21st Sept.
 2. 21st June **
 3. 21st July
 4. 21st August
14. _____, is the policy of integrated and holistic development of selected pilgrim destinations to provide complete religious tourism experience.
1. PRAKASH
 2. PROMISE
 3. PRASAD **
 4. PRAWAS
15. Ministry of Tourism is supporting AYUSH as a strategic approach to develop _____ in the country.
1. Health & Medical Tourism **
 2. Religious Tourism
 3. Sports Tourism
 4. Cultural Tourism
16. _____ FDI is permitted in tourism construction projects, including the development of hotels & recreational facilities.
1. 25%
 2. 50%
 3. 75%
 4. 100% **
17. _____ scheme promotes travel to smaller heritage sights by reducing air tickets prices.
1. UJALA
 2. UDAY
 3. UDAN **
 4. UTSAV
18. Vision of National Tourism Policy-2015 is to develop and position India as a "Must _____" and "Must Revisit" destination for global travellers.
1. Experience **
 2. Enjoy
 3. Entertain
 4. Enchant
19. _____ policy facilitates hassle free holidays to international arrivals in the country.

1. Passport on Arrival
 2. Visa on Arrival **
 3. Currency on Arrival
 4. Currency exchange
20. To get the benefit of VOA, international travellers need to apply ____ days prior to his arrival in the country.
1. 25
 2. 45
 3. 35 **
 4. 15
21. _____ scheme is focused on preserving & revitalizing the unique character of heritage cities in India
1. HRIDAY **
 2. DREAME
 3. PRASAD
 4. AYUSH
22. IRCTC is concern to _____ Railway, catering & tourism
1. Railway
 2. Catering
 3. Tourism
 4. Railway, Catering & Tourism **
23. KRISHNA Theme based circuit is in progress in Gujrat, Rajasthan & _____
1. Haryana **
 2. Uttar Pradesh
 3. Bihar
 4. Madhya Pradesh
24. Swadesh Darshan Scheme is concerned to _____
1. Religious Tourism
 2. Travel Circuit **
 3. Historical Tourism
 4. Adventure Tourism
25. _____ is the world heritage site of the country.
1. Shirdi
 2. Tirupati Temple
 3. Chhatrapati Shivaji Terminus
 4. Amer Fort
