

| Question  | Answer1                            | Answer2                      | Answer3                  | Answer4                    | CorrectOption | Topic   |
|---|------------------------------------|------------------------------|--------------------------|----------------------------|---------------|---------|
| assessing cost, revenue and capital invested in each element of the service.  | Blueprint                          | pamphlet                     | visiting card            | advertisement              | Answer1       | Unit3   |
| Specification is one of the _____ of service encounter  | 3s                                 | 4s                           | 5s                       | 6s                         | Answer4       | Unit3   |
| _____ are those employee actions that occur behind the scenes to support on stage activities.   | Back stage contact employee action | Support processes            | On stage employee action | Line of Implementation     | Answer1       | Unit3   |
| Pre recorded messages provided by telephone companies is an example of _____  | Degree of standardisation          | Location of service delivery | On stage employee action | Line of Implementation     | Answer1       | Unit3   |
| Recruiting an employees is very easy but _____ the  | Retaining                          | Promoting                    | Training                 | Selecting                  | Answer1       | Unit3   |
| If the _____ are motivated and service minded, they will be able to deliver customer-oriented service.  | brokers                            | government                   | agents                   | employees                  | Answer4       | Unit3   |
| Customers sees a company through its _____  | CEO                                | Team leader                  | Manager                  | employees                  | Answer4       | Unit3   |
| Favourable moments of truth have been termed as   | Moment of Misery                   | Moments of Magic             | Service Encounter        | Internal Marketing         | Answer2       | Unit3   |
| operated by a company that enables transactions between travel industry service providers, mainly airlines, hotels and car rental companies and travel agencies.              | travel agent                       | broker                       | Airlines                 | Global distribution system | Answer4       | Unit3   |
| _____ skill is essential that employees approach customers in a friendly and confident manner.  | Writing                            | Social                       | Numerical                | Personal                   | Answer2       | Unit3   |
| The _____ involves displaying the product in the right location in a shop, on carefully selected shelf positions, in adequate quantity to attract the attention of customers. | Travel workshop                    | Merchandising                | Special Offer            | Direct Mail materials      | Answer2       | Unit3   |
| become the largest travel destination and the fourth largest source country by 2020.  | India                              | China                        | Pakistan                 | Russia                     | Answer2       | Unit4   |
| _____ containing the UNESCO World Heritage site of the old city, this city is sacred for Jews, Christians and Muslims.  | Istanbul                           | Jerusalem                    | Baghdad                  | Mecca                      | Answer2       | Unit4   |
| In _____ serene Dal lake, tranquil mountain and quiescent 'Shikaras' define this paradise on earth.   | Chennai                            | Srinagar                     | Banglore                 | Goa                        | Answer2       | Unit4   |
| _____ is popular for its eco-tourism, tea plantations and the toy train ride is frequented by travellers.   | Darjeeling                         | Karnataka                    | Banglore                 | Mumbai                     | Answer1       | Unit4   |
| Specification is one of the _____ of service encounter  | Guest is God                       | Guest is important           | Guest is gift            | Guest is friend            | Answer1       | Unit4   |
| Explore rural India campaign was launched in the year   |                                    | 2000                         | 2004                     | 1991                       | 1999          | Answer2 |
| Travel and tourism in India is a _____ industry.  | High-taxed                         | Low-taxed                    | Exempted from tax        | Medium-taxed               | Answer1       | Unit4   |
| year _____ as a non-prelim body to stimulate interest in the Pacific region as a vacation.  |                                    | 1950                         | 1952                     | 1953                       | 1951          | Answer4 |
| interaction with each other and with a Guest Speaker who delves on current issues.  | Monday                             | Wednesday                    | Sunday                   | Saturday                   | Answer4       | Unit4   |
| Tourism has been-importance   | Gaining                            | Wanting                      | Losing                   | Needing                    | Answer1       | Unit 1  |
| The following is not a point of Travel Motivator for prompting a  | Relaxation and Recreation          | Weather                      | Historical and Cultural  | Business and Work          | Answer2       | Unit 1  |
| _____ means going out and visiting places of religious  | Paryatana                          | Tirthatana                   | Deshatana                | Rod marathas               | Answer2       | Unit 1  |
| There are _____ phases of the outdoor recreation and  |                                    | 3                            | 4                        | 5                          | 6             | Answer1 |
| Leiper's System Approach Model has _____ basic elements   |                                    | 3                            | 4                        | 5                          | 6             | Answer1 |
| Tourism Marketing is an _____ effort to satisfy tourists by making available to them the best possible services   | intergrated                        | Marketing                    | Tourism                  | optimum                    | Answer1       | Unit 1  |
| Tourism Marketing ensures _____ utilization of resources, to improve productivity of travel agencies so that they can compete with each other to establish leadership.        | Distribution planning              | Purchases planning           | Promotion Planning       | Optimum                    | Answer4       | Unit 1  |
| Visits to historically associated with death, tragedy and war places etc are part of _____ Tourism.   | Wilderness                         | Eco                          | Dark                     | Both (a) and (b)           | Answer3       | Unit 1  |

|  |                                       |                                 |                        |   |         |        |
|--|---------------------------------------|---------------------------------|------------------------|---|---------|--------|
| Having the best attractions, access, accommodation and amenities in the world is totally useless if the factor is missing.   | Awareness                             | Activities                      | Available packages     | Ancillary services                      | Answer1 | Unit 2 |
| Ms. Joshi booked in the hotel for a future date says she would not be coming then. The reservationists would:  | Make a reservation                    | Amend the existing reservation  | cancel the reservation | Give hotel information                  | Answer3 | Unit 2 |
| While asking for rooms in the hotel the guest asks if the hotel has a Swimming pool, gym and spa. The reservationists Would:   | Make a reservation                    | Amend the existing reservation  | cancel the reservation | Give hotel information                  | Answer4 | Unit 2 |
| Following is not the disadvantage in water transport   | Slow speed comparatively              | Relaxation                      | High labour costs      | while most of the activities limited in | Answer2 | Unit 1 |
| Before beginning the segmentation process in tourism market, a firm should   | Identify bases for segmenting markets | forecast total market potential | forecast market share  | select target market segments           | Answer1 | Unit 2 |
| the position to offer a tourism product, which means a broad wave of Facilities in transport accommodation food and at least one outstanding activity or experience.   | Attraction                            | infrastructure                  | facility               | destination                             | Answer4 | Unit 2 |
| generation (e.g. baby-boomers, Generation Y), income, occupation, education, ethnicity, nationality, religion and social class. They indicate the profile of a consumer and are useful in media planning.  | difference                            | Demographic                     | Psychographic          | Psychocentric                           | Answer2 | Unit 2 |
| and opinions, in order to understand tourists' individual lifestyles and patterns of behaviour. This segmentation includes an understanding of the values that are important to different types of tourists.   | difference                            | Demographic                     | Psychographic          | Psychocentric                           | Answer3 | Unit 2 |
| adventurous; they often refuse to travel by air for psychological reasons rather than financial or other practical concerns and preference destinations which they can reach by car and select familiar destinations equipped with well-developed tourism amenities, such as Hotels, family-type restaurants, and shops. | difference                            | Demographic                     | Psychographic          | Psychocentric                           | Answer4 | Unit 2 |
| The proof of nationality is denoted by _____   | Principal                             | Travel agent                    | FIT tours              | Passport                                | Answer4 | Unit 2 |
| A travel agent is one who acts on behalf of _____  | Principal                             | Travel agent                    | FIT tours              | Passport                                | Answer1 | Unit 2 |
| Tours are somewhat similar to Escorted tours but passengers are greeted by a local representative rather than a Tour Director and will not be escorted to all activities and functions.  | Ground operators                      | Guided                          | Inner                  | Visa                                    | Answer2 | Unit 2 |