

B.COM TRAVEL AND TOURISM-IV

SEMESTER –OPTIONAL PAPER

MARKETING OF TOURISM

- 1) Internal tourism includes
 - a) Domestic & Inbound tourism
 - b) Inbound tourism
 - c) Domestic tourism
 - d) Outbound tourism
- 2) National tourism includes
 - a) Domestic tourism
 - b) Outbound tourism
 - c) Domestic & Outbound tourism
 - d) None of these.
- 3) Visitors spending at least three hours away from home outside their usual environment for leisure but not staying away overnight is known as
 - a) Leisure day visitor
 - b) Twisty
 - c) Same day visitor
 - d) None of these.
- 4) The process of grouping people within a market according to similar needs, characteristics, or behavior is known as
 - a) Tourism marketing
 - b) Segmentation
 - c) Targeting
 - d) None of these
- 5) When a visitor travels in his country of residence, he is a ----- visitor
 - a) Domestic
 - b) International
 - c) Inbound
 - d) Out bound
- 6) The Indian Government took its first tourist marketing initiative through the incredible India campaign in
 - a) 2001
 - b) 2000
 - c) 1999
 - d) 2002.

- 7) A person who travels on foot is known as
 - a) Pouching
 - b) Way Tarer
 - c) Cosmopolitan
 - d) None of these
- 8) Illegal hunting of animals or land is under official protection, is known as
 - a) Pouching
 - b) Cosmopolitans
 - c) Way Tarer
 - d) None of these.
- 9) The combination of geographic and demographic segmentation is known as
 - a) Geodemographic
 - b) Psychographic
 - c) Segmentation
 - d) None of these
- 10) The main aim of the tourism industry in India is
 - a) To spread word of month & create repeat visitors
 - b) To spread word of month
 - c) Create repeat visitors
 - d) None of these.
- 11) BRIC includes Russia, India, China and-----
 - a) Bharma
 - b) Brazil
 - c) Bangladesh
 - d) None of these
- 12) Written or electronic mail sent to prospective customer is known as
 - a) Direct mail
 - b) Indirect mail
 - c) Personal Mail
 - d) None of these
- 13) The process of selling of a product through publicity is called
 - a) Marketing
 - b) Segmentation
 - c) Advertisement
 - d) Promotion
- 14) A tourism policy includes
 - a) Rules
 - b) Regulations
 - c) Objectives and strategies
 - d) All of the above
- 15) The national tourism policy was drafter in
 - a) 1997

- b) 1998
 - c) 2000
 - d) 1996
- 16) The first tourism policy was implemented in
- a) 1980
 - b) 1982
 - c) 1981
 - d) 1983
- 17) The Serjent committee was appointed in
- a) 1945
 - b) 1950
 - c) 1955
 - d) 1956
- 18) WTTC was established in
- a) 1990
 - b) 1980
 - c) 1970
 - d) 1960
- 19) A person who moves from one location to another is known as ----
- a) Tourist
 - b) Traveller
 - c) Inbound tourist
 - d) Out bound tourist
- 20) The measurement of attributes through the use of questionnaires is known as-----
- a) Emotion
 - b) Perception
 - c) Psychometrics
 - d) None of these.
- 21) A person who is travelling a place for pleasure is known as
- a) Tourist
 - b) Traveller
 - c) Inbound tourist
 - d) None of these
- 22) Net travel propensity measures-----
- a) Total number of trips
 - b) Total number of transit
 - c) Total number of persons who take at least one trip
 - d) None of these.
- 23) Which travel propensity measures total number of trips
- a) Gross travel propensity
 - b) Travel measurement
 - c) Net travel propensity

d) None of these

24) The value statistics measures

- a) Tourist expenditure
- b) Twists days
- c) Accommodation
- d) None of these.

25) Which statistics measures tourism trips

- a) Value statistics
- b) Volume statistics
- c) Expenditure statistics
- d) None of these

26) . Which demand refer o the demand for goods that are needed for final consumption

- a) Direct demand
- b) Derived Demand
- c) Indirect Demand
- d) None of these.

27)Which demand is not derived or induced

- a) Indirect demand
- b) Perishable demand
- c) Direct demand
- d) Autonomous demand

28) When the demand for a product is tied to the purchase of scene parent product, it is known as

- a) Induced demand
- b) Autonomous demand
- c) Actual demand
- d) Direct demand

29. Induced demand is also known as

- a) Derived demand
- b) Autonumars demand
- c) Direct demand
- d) None of these.

30. Which is the critical determinant of tourism demand

- a) Race of gender
- b) Mobility
- c) Income
- d) Education

31. A category of population who do not take part in travel is known as

- a) Potential demand
- b) Suppressed demand
- c) Deferred demand
- d) No demand

32. Suppressed demand includes potential demand and ----- demand

- a) Deferred demand
- b) Direct demand
- c) Suppressed demand
- d) None of these.

33. Which demand comprises of category of people who do not travel for samereason

- a) Suppressed demand
- b) No demand
- c) Effective demand
- d) Actual demand

34. A country is mainly benefited from tourism by the -----

- a) Tourist expenditure
- b) Tourist travel
- c) Accommodation
- d) None of these.

35. Which is the most important economic benefit of tourism

- a) Increase in employment
- b) Increase in production
- c) Foreign exchange
- d) None of these.

36. Tourism demand measurement is referred as -----

- a) Tourism statistics
- b) Tpurism marketing
- c) Tourism segmentation
- d) None of these.

37. Which statistics simply measures the number of people who arrive at a destination.

- a) Volume
- b) Value

- c) Expenditure
- d) None of these.

38. Which is not considered in value statistics

- a) Payments to international airlines
- b) Payments to domestic airlines
- c) Payments to Accommodation
- d) None of these.

39. Which statistics measures the characteristics of visitor and of the visit.

- a) Value statistics
- b) Volume statistics
- c) Expenditure statistics
- d) Visitor Profile statistics

40. a visitor who stays in the country visited for at least one night is known as -----

- a) Visitor
- b) Resident
- c) Tourist
- d) None of these.

41. The demand for a given brand of product or service is known as-----

- a) Selective demand
- b) Primary demand
- c) Usual demand
- d) None of these.

42. Which of the following is not a major component of tourism.

- a) Transport
- b) Accommodation
- c) Tour operators
- d) Shops

43. Which of the following is a secondary component of tourism.

- a) Hawkers
- b) Catering
- c) Transport
- d) Tour operators

44. Varanasi is located in which state

- a) Goa
- b) Orissa
- c) U.P
- d) A.P

45. Qutub minar is located in -----

- a) Delhi
- b) Mumbai
- c) Calcutta
- d) Chennai

46. Jog falls is located in -----

- a) Karnataka
- b) Kerala
- c) Tamilnadu
- d) Orissa

47. Mangueshi Temple is located in -----

- a) Goa
- b) Kerala
- c) Orissa
- d) U.P

48. Golden Temple is located in -----

- a) Amirtsar
- b) Hyderabad
- c) Ahammedabad
- d) Chennai

49. dal Lake is locared in -----

- a) Kerala
- b) Himachal Pradesh
- c) Assam
- d) Jammu Kashmir

50. Charminar is located in -----

- a) Delhi
- b) Goa
- c) Hyderabad
- d) Orissa

51. Profit=Total income - _____

- a) Total cost
- b) Total fixed cost
- c) Total profit
- d) None of these.

52. Which is the worlds top tourism destination according to international tourism receipts

- a) U.S
- b) Spain
- c) France
- d) China

53. Which is the worlds top tourism destination according to international tourist arrivals.

- a) Spain
- b) UK
- c) Mexico
- d) France

54. vienna is located in-----

- a) Austria
- b) France
- c) Germany
- d) Italy

55. WTTC is established in -----

- a) 1970
- b) 1980
- c) 1990
- d) 1960

56. PATA was founded in -----

- a) 1951
- b) 1952
- c) 1953
- d) 1954

57. The OECD was founded in -----

- a) 1960
- b) 1961

- c) 1971
- d) 1959

58. IOTO was established in the year

- a) 1995
- b) 1990
- c) 1950
- d) 1997

59. IOTO is head quatered at-----

- a) Paris
- b) Vienna
- c) Perth
- d) London

60. FHRAI was formed in -----

- a) 1955
- b) 1996
- c) 1997
- d) 1954

61. IATO was founded in -----

- a) 1982
- b) 1981
- c) 1983
- d) 1980

62. The national on tourism was established by -----

- a) Tourist commission
- b) Planning commission
- c) Travel commission
- d) None of these.

63. National committee on tourism was established in -----

- a) 1986
- b) 1985
- c) 1988
- d) 1987

64. The first tourism policy was implemented in -----

- a) 1980
- b) 1981
- c) 1982
- d) 1983

65. A person who moves from one location to another is known as -----

- a) Traveler
- b) Tourist
- c) Visitor
- d) None of these.

66. the measurement of attitude through the use of questions is known as -----

- a) Attitude test
- b) Sampling
- c) Psychometrics
- d) Econometrics

67. The restaurants that focus an gourmet-style cuisine and operate an the lives of the European tradition is known as -----

- a) Occasional
- b) Specialty
- c) Classical
- d) None of these.

68. The restaurants which can be formal or Informal, with a well disciplined menu is known as -----

- a) Classical restaurants
- b) Occasional restaurants
- c) Specialty restaurants
- d) None of these.

69. Which type of restaurants centered on a particular theme related arisins

- a) Specialty restaurants
- b) Occasional restaurants
- c) Family restaurants
- d) None of these.

70. Which restaurants features consistent level of quality where the food and other services are concerned

- a) Speciality restaurants
- b) Familt-Systle restaurants

- c) Occational Restuarants
- d) None of these.

71. ----- is a bar that serves simple food, bear and wines

- a) Restaurants
- b) Bars
- c) Pub
- d) Hotel

72. A fast casual restaurants is similar to -----

- a) A fast –food restaurants
- b) Pub
- c) Luxury Hotels
- d) None of these.

73. Independently operated mid-price restaurants are known as -----

- a) Pub
- b) Restaurant
- c) Café
- d) None of these.

74. Which of the following is not a scenic tourist attraction

- a) National park
- b) Wild life
- c) Beach resort
- d) Spas

75. which of the following is a cultural tourist attraction

- a) Museums
- b) National park
- c) Arts
- d) FolkLore

76. which of the following is not a traditional turist attraction

- a) Arts
- b) Handicrafts
- c) Wildlife
- d) Music

77. which stage attracts the maximum number of tourists

- a) Growth stage
- b) Maturity stage
- c) introduction stage
- d) None of these.

78. Which is the last stage of the life style of a product

- a) Maturity stage
- b) Growth stage
- c) Decline stage
- d) None of these.

79. Which of the following is a scienic tourist attraction

- a) Health resort
- b) Climate
- c) Spa
- d) Flora and fannua

80. Which is the second stage in the product life cycle.

- a) Introduction
- b) Maturity
- c) Growyh
- d) None of these.

81. Which of the following is a private sector tourism organization in India

- a) TAAI
- b) WTO
- c) OPEC
- d) IATA

82. Which is the only public tourism undertaking in India

- a) TAAI
- b) IATO
- c) ITDC
- d) None of these.

83. In which year Estorial seminar was held in England

- a) 1965
- b) 1960
- c) 1962

d) 1966

84. CMT travel and tourism exhibition is conducted by -----

- a) Austria
- b) Germany
- c) Spain
- d) Switzerland

85. SMT Travel exhibition is conducted at

- a) France
- b) Spain
- c) Germany
- d) Italy

86. FERIE travel exhibition is conducted on

- a) February
- b) March
- c) January
- d) May

87. FITUR travel exhibition is conducted by

- a) Spain
- b) Switzerland
- c) Italy
- d) Malta

88. BIT exhibition in Italy is conducted on

- a) February
- b) January
- c) March
- d) May

89. JATA world Trade Fair is conducted by

- a) China
- b) Italy
- c) Russia
- d) Japan

90. Great Britain conducts WTM travel exhibition on -----

- a) November

- b) December
- c) February
- d) September

91. MITT travel exhibition is conducted at

- a) Beijing
- b) London
- c) Moscow
- d) Shanghai

92. Barcelona is a tourist destination in which country

- a) Spain
- b) China
- c) Japan
- d) India

93. In which segmentation the stress is on the tourists behavior with respect to the given tourism product.

- a) Demographic
- b) Behaviouristic
- c) Psychographic
- d) Geographical

94. which tourism market segmentation assumes that the tourist's purchasing behavior would be affected by his personality or lifestyle.

- a) Psychographic
- b) Behaviouristic
- c) Geographical
- d) None of these.

95. Which market segmentation is done at a basic level.

- a) Geographical
- b) Behavioristic
- c) Psychographic
- d) None of these.

96. which travel insurance ensure a traveler for unexpected travel cost in the event that trip is interrupted

- a) A trip cancellation policy
- b) A trip interemption policy

- c) Personal liability policy
- d) None of these.

97. Comprehensive insurance policy ensures a traveller for

- a) Medical costs
- b) Travel costs
- c) Trip cancellation
- d) None of these.

98. In the following which is not a basic purpose of travel in ancient times

- a) Trade
- b) Seeking Knowledge
- c) For religious purposes
- d) Recreation

99. Domestic tourism expenditure plus outbond tourism expenditure is -----

- a) Total expenditure
- b) Domestic Ependiture
- c) National tourism expenditure
- d) None of these.

100. In the following which is not a life style factor that determines tourism demand

- a) Income
- b) Education
- c) Race
- d) Family Size

101. Desire, ability and intelgence to pay for a commodity is known as

- a) Supply
- b) Demand
- c) Cost
- d) Price

102. Which pricing is basically a way of disconnecting on the normal price to attract customers

- a) Seasonal
- b) Rack rate
- c) Last-minute pricing
- d) None of these.

103. Price per night, as in accommodation booking is an example of -----

- a) Per-unit pricing
- b) Per- person pricing
- c) Single pricing
- d) None of these.

104. The prices like 2999,199, etc are related to ----- pricing

- a) Special
- b) Psychological
- c) Seasonal
- d) None of these.

105. The first tourism policy was implemented in India

- a) 1980
- b) 1981
- c) 1982
- d) 1983

106. Which traveller are more Economy oriented

- a) Budget
- b) Vacationers
- c) Moderates
- d) None of these.

107. Which travelers give less priority to comfort and safety

- a) Budget
- b) Adventures
- c) Moderates
- d) Hand bodies

108. Which type of traveller are not interested in travel information.

- a) Moderates
- b) Adventures
- c) Home bodies
- d) None of these.

109. A person is considered to be a resident in a country if the person has lined for ----- in the country.

- a) 6 months
- b) One year
- c) 8 months

d) Two years

ANSWERS

1.A	2.C	3.C	4.B	5.A	6.D	7.B	8.A	9.A	10.A	11.B	12.A	13.D
	14.D	15.A	16.B	17.A	18.A	19.B	20.C	21.A	22.C	23.A	24.A	25.B
	26.A	27.D	28.A	29.A	30.A	31.D	32.A	33.A	34.A	35.C	36.A	37.A
	38.A	39.D	40.C	41.A	42.D	43.A	44.C	45.A	46.A	47.A	48.A	49.D
	50.C	51.A	52.A	53.D	54.A	55.C	56.A	57.B	58.A	59.C	60.A	61.A
	62.B	63.A	64.C	65.A	66.C	67.C	68.B	69.A	70.B	71.C	72.A	73.C
	74.D	75.A	76.C	77.B	78.	79.D	80.C	81.A	82.C	83.D	84.B	85.A
	86.C	87.A	88.A	89.D	90.A	91.C	92.A	93.B	94.B	95.A	96.B	97.A
	98.D	99.C	100.D	101.B	102.C	103.A	104.B	105.C	106.A	107.B	108.C	109.B
