

Sikkim Public Service Commission
Main Written Examination for the Post of Sub Inspector
PAPER - II TOURISM MANAGEMENT

Time allowed: 3.00 Hrs

Maximum Marks: 250

INSTRUCTION TO CANDIDATES

Read the instructions carefully before answering the questions: -

1. **IMMEDIATELY AFTER THE COMMENCEMENT OF THE EXAMINATION, YOU SHOULD CHECK THAT THIS BOOKLET DOES NOT HAVE ANY UNPRINTED OR TORN OR MISSING PAGES OR ITEMS ETC. IF SO, GET IT REPLACED BY A COMPLETE TEST BOOKLET.**
2. **Use only Black Ball Point Pen to fill the OMR Sheet.**
3. Do not write anything else on the OMR Answer Sheet except the required information.
4. **This Test Booklet contains 50 questions in MCQ Mode in Part I to be marked in OMR Sheet. Part II and Part III are Subjective Questions which have to be written on separate answer sheet provided to you.**
5. Before you proceed to mark in the Answer Sheet (OMR), you have to fill in some particulars in the Answer Sheet (OMR) as per given instructions.
6. After you have completed filling in all your responses on the Answer Sheet (OMR) and the examination has concluded, you should hand over the Answer Sheet (OMR) and separate answer sheet to the Invigilator only. You are permitted to take with you the Test Booklet.

7. Marking Scheme

THERE WILL BE NEGATIVE MARKING FOR WRONG ANSWERS MARKED BY A CANDIDATE IN THE OBJECTIVE TYPE QUESTIONS

- i. There are four alternatives for the answer to every question. For each question for which a wrong answer has been given by the candidate, one-third of the marks assigned to the question will be deducted as penalty.
- ii. If a candidate gives more than one answer, it will be treated as a wrong answer even if one of the given answers happens to be correct and there will be same penalty as above to the question.
- iii. If a question is left blank. i.e., no answer is given by the candidate; there will be no penalty for that question.

DO NOT OPEN THIS TEST BOOKLET UNTIL YOU ARE ASKED TO DO SO

PART - I

Choose the correct answer for the following questions: (3x50=150)

- 1. Which of the following is an essential element of any technical definition of tourism?**
 - A. Expenditure
 - B. Mode of transport
 - C. Purpose of trip
 - D. Type of accommodation

- 2. 'Padharo Mahare Des' is the slogan of _____ State.**
 - A. Gujarat
 - B. Maharashtra
 - C. Uttar Pradesh
 - D. None of the above

- 3. The term 'Social tourism' describes:**
 - A. assisted holidays or vacations for disadvantaged groups in society
 - B. tourism for proletariats
 - C. tourism which fosters group activities
 - D. tourism for bourgeois class

- 4. Long haul tourism is journeys of more than**
 - A. 3000 Kilometres
 - B. 500 Kilometres
 - C. 1000 Kilometres
 - D. 2000 Kilometres

- 5. The typical cultural and heritage tourism provides the following except:**
 - A. Theater opportunities
 - B. Museums
 - C. Cruising
 - D. Cultural Festivals

- 6. Viability Gap Scheme is to promote:**
 - A. Private Sector
 - B. Public Sector
 - C. Public Private Partnership
 - D. All of the above

- 7. Travel propensity is a measure of**
 - A. The ratio of day trips to overnight visits
 - B. Tourism market share of a country
 - C. Frequency of travel of a population
 - D. The percentage of a population engaging in tourism

8. Which Edition and where was 'International Day of Yoga' organized by Ministry of Tourism in 2019:
- A. Third Edition at Red Fort
 - B. Third Edition at Shaheed Smarak
 - C. Fourth Edition at Qutab Minar
 - D. Fourth Edition at Taj Mahal
9. 'Gangor' festival is celebrated in which State?
- A. Gujarat
 - B. Orissa
 - C. Madhya Pradesh
 - D. None of the Above
10. Which of the following beach is in Maharashtra?
- A. Kovalam Beach
 - B. Marina Beach
 - C. Juhu Beach
 - D. Bhatkal Beach
11. In 2018-19 Budget announcements how many iconic tourist sites were identified?
- A. 15
 - B. 19
 - C. 17
 - D. 18
12. 'Apni Dharohar, Apni Pehchaan' project aims to encourage
- A. Companies from public & private Sector
 - B. Corporate Citizens, NGOs and Individuals
 - C. Ministry of Tourism
 - D. Both A & B
13. Mahabodhi Temple is situated in:
- A. Rajasthan
 - B. Bihar
 - C. Uttar Pradesh
 - D. Arunachal Pradesh
14. The World Heritage Programme that catalogues and conserves sites of outstanding cultural and natural importance is run by :
- A. UNICEF
 - B. UNESCO
 - C. WHO
 - D. INTACH

15. The Kailasa Temple at Ellora, the largest single piece of architectural wonder of the world was built by

- A. The Pallavas
- B. The Cholas
- C. The Rashtrakutas
- D. The Vijayanagara

16. 'Bibi-ka-Maqbara' the replica of the Taj Mahal is located in which city?

- A. Agra
- B. Ahmednagar
- C. Ahmedpur
- D. Aurangabad

17. 'Indian Adventure Tourism Guidelines' (version 2.0) has been launched on 31st May 2018 which cover verticals involving land, air, and water in respect of adventure tourism activities.

- A. 30
- B. 31
- C. 32
- D. 33

18. "Do you Know" campaign was released on

- A. All India Radio
- B. Doordarshan
- C. Cinema Houses
- D. CNBC

19. For e-visa, Ministry of Tourism need to coordinate with:

- A. Ministry of Home Affairs
- B. Ministry of External Affairs
- C. Ministry of AYUSH
- D. Both A & B

20. Which of the following is/are a type(s) of direct marketing?

- A. Direct-Response Advertising
- B. Personal Selling
- C. Telemarketing
- D. All of the above

21.is the father of Modern Marketing.

- A. Peter F. Drucker
- B. Philip Kotler
- C. Lester Wunderman
- D. Abraham Maslow

22. Which services are not provided in 'Heritage Classic Hotels'?

- A. Alcohol Services
- B. Non-veg Services
- C. Suit Services
- D. All of the above

23. Ministry of Tourism, participated in World's leading travel 'FITUR-2018' held in January 2018 at:

- A. Spain
- B. London
- C. Berlin
- D. New York

24. The First Sound and Light Show was at:

- A. Red Fort, New Delhi
- B. Ross Island, Andaman Nicobar
- C. Mysore Palace, Karnataka
- D. Kanke Dham, Ranchi

25. PAP is known as:

- A. Project Affected People
- B. Protected Area Permit
- C. Password Authentication Protocol
- D. Protected Aviation Path

26. Suez Canal was opened in the year:

- A. 1849
- B. 1859
- C. 1869
- D. 1879

27. The Diamond Quadrilateral project will link India by a network of:

- A. Rails
- B. Roads
- C. Waterways
- D. Airways

28. Which one of the following is not a function of advertising?

- A. Informing the customer
- B. Persuading the customer
- C. Reminding the customer for a repeat purchase
- D. Understanding the buying capacity of the customer

29. False and misleading claims and vulgarity in advertisements do not match with

- A. Aggressive advertising
- B. Ethics in advertising
- C. Mass level of advertising
- D. Sales promotion

30. Arrange the following staffing procedures in the correct sequences:

- i. Determining sources of Personnel supply
- ii. Preparing personnel specifications.
- iii. Selection of personnel.
- iv. Determining personnel characteristics

- A. ii, i, iv, iii
- B. i, ii, iii, iv
- C. ii, i, iii, iv
- D. ii, iii, i, iv

31. Identify the oldest hospitality chain in India:

- A. The Taj Hotels, Resorts and Palaces
- B. The ITC Welcome Group Hotels
- C. The Leela Palaces, Hotels and Resorts
- D. The Oberoi Group of Hotels

32. Bermuda Plan (BP) of hotel tariff include:

- A. Room Only and no meal
- B. Room and Continental Breakfast
- C. Room and English Breakfast
- D. None of the above

33. Fayol's principles of management does not include

- A. Principle of Exception
- B. Principle of Discipline
- C. Principle of Unity of command
- D. Principle of Division of work

34. Which one of the following is a psychological factor to influence the travel decision of a tourist?

- A. Ego and involvement
- B. Loyalty and commitment
- C. Family and friends
- D. All of these

35. What is Google 360?

- A. A new feature of Google
- B. A new function of search engine
- C. Virtual video content of tourism attractions of world
- D. Virtual video content of tourism attractions of India

36. "ASDL" (Asymmetric Digital Subscriber Lines) will enable the

- A. E-commerce without communication
- B. Resort accommodations, security scanning, passport controls much easier
- C. E-Commerce in real time with interaction there by avoiding the need for travelling
- D. Provide information about destination facilities, infrastructure and transport options.

37. The Core idea in heritage tourism is the following except:

- A. To save the heritage
- B. To share it with visitors
- C. To reap the economic benefits of tourism
- D. To tear down the fall-apart historical buildings

38. "Partie" system is an organizational structure for

- A. Dividing the housekeeping department into various sections
- B. Dividing the front office department into various sections
- C. Dividing the kitchen into various sections
- D. Dividing the food and beverage service department into various sections

39. Match an item in List-I with an item in List-II:

List – I (International Airport)

- i. Rajiv Gandhi International Airport
- ii. Veer Savarkar International Airport
- iii. Shri Guru Ram DassJee International Airport
- iv. Lokpriya Gopinath Bordoli International Airport

List – II (Location)

- 1. Guwahati
- 2. Hyderabad
- 3. Port Blair
- 4. Amritsar

Codes:

i ii iii iv

- A. 3 4 1 2
- B. 2 3 4 1
- C. 4 1 3 2
- D. 1 3 4 2

40. VTOL stands for

- A. Vertical take-off and landing aircraft
- B. Vertical take-off and landing arrival
- C. Visitor take -off and landing arrival
- D. Vertical take-off and loading aircraft

41. 'Incredible India Tourist Facilitators' is:

- A. A guide for International tourists
- B. A guide for Domestic tourists
- C. An online Certification Course
- D. A campaign of Ministry of Tourism

42. 5th North East Connectivity Summit was held at _____ on _____

- A. Tawang, 14-15 November, 2018
- B. Gauwahati, 14-15 November, 2018
- C. Cherrapunji, 12-13 November, 2018
- D. Itanagar, 12-13 November, 2018

43. Which of the following is not the programme under Capacity Building for Service Providers?

- A. Hunar Se Rozgar Tak
- B. Skill Testing & Certification
- C. Entrepreneurship Programme
- D. Tour Operator & Guide

44. Classification of hotels are the carried out by

- A. Ministry of Tourism, Government of India
- B. Federation of Hotel and Restaurant Association of India.
- C. India Tourism Development Corporation
- D. State Department of Tourism

45. For tourism infrastructure creation in the country, the Ministry of Tourism has launched a scheme during 2014-15 called PRASHAD. What is the full form of this scheme?

- A. Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive
- B. Pilgrimage Renovation and Spiritual, Heritage Augmentation Drive
- C. Pilgrimage Regeneration and Spiritual, Heritage Augmentation Drive
- D. Pilgrimage Restitution and Spiritual, Heritage Augmentation Drive

46. The Head Quarter of Indian Institute of Tourism and Travel Management is situated at:

- A. Bhubaneswar
- B. Nellore
- C. New Delhi
- D. Gwalior

47. In terms of sustainable tourism development, best practice dissemination aims to

- A. License businesses that operate in environmentally sensitive areas
- B. Provide the industry with practical measures
- C. Inspect and certify businesses on the basis of sustainable practices
- D. Educate and communicate examples of best practice in sustainable tourism throughout the industry

48. The gap in the national tourism policy can be minimized if

- I. Evaluation of short comings of past policies is carried out
- II. Feasibility study with focus on positive and negative impacts of policy implementations.
- III. Centralized and controlled approaches are eliminated.
- IV. Views of Political Leaders are considered for implementation

- A. I, II and III are correct
- B. I and II are correct
- C. II and III are correct
- D. I and III are correct

49. The final implementation of the principles of sustainable tourism stipulated by the UNWTO are the responsibilities of

- A. The Central Government
- B. The District Administration
- C. The State Government
- D. The Non-Governmental Organization

50. Mr. Hector Ceballos-Lascurain is credited for coining which term?

- A. Nature tourism
- B. Sustainable tourism
- C. Ecotourism
- D. Adventure tourism

PART - II

Attempt ANY TWO questions from the following:

(25x2=50)

1. How can religious tourism be developed in North-East? Evaluate the measures taken by the State Government regarding this.
2. What marketing strategy should be adopted to promote tourism in India? Explain the role of social media in tourism.
3. "North –East is being favoured for businesses and tourists by Indian Government". According to you, what new avenues of tourism can be developed in this region?
4. How can the role of a common man be increased through tourism education to solve various problems and challenges at tourist spots to increase the competitiveness of Indian tourism industry?
5. By considering the population and potential tourism market in India, what changes will you suggest in Indian aviation industry?

PART - III

Answer ANY FIVE questions from the following: (10X5=50)

1. Briefly explain the following:
 - A. Indian folk dances
 - B. Inclusive tours
 2. Explain the role of monuments in tourism industry. What mechanism of education should be developed for protection of monuments?
 3. How can the local rural community unlock the key of India's huge tourism potential? Discuss some untapped areas of rural tourism in India.
 4. How far is PPP Model (Public Private Partnership) is helpful in creation of appropriate marketing strategies in tourism in North-East region.
 5. "Boosting tourism in North-East will make India an all season tourist destination". Discuss this statement with suitable examples. Offer suggestions to boost tourism in North-East region.
 6. Discuss the role of tours and travel agencies in promotion of tourism industry in India.
 7. "Significant impact on natural resources, consumption patterns, pollution and social system can be managed through refocusing and adapting of sustainable tourism and involvement of all stakeholders". Critically evaluate this statement in the context of Indian tourism industry.
 8. "North East water management is the need of the hour which will not only solve the perennial flood problem but will also solve the power crisis of the country". Discuss this statement and suggest some solutions to solve this issue.
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