

F 5843



00005843



Maximum Weight : 5

Section II

[TO BE ATTACHED TO THE MAIN ANSWER-BOOK]

UG CBCSS INTERNAL EXAMINATION, MAY 2024

DO NOT WRITE YOUR REGISTER NUMBER OR NAME ANYWHERE IN SECTION II OF THE QUESTION PAPER

Answer all questions.

All questions carry equal weight.

Put a tick mark [✓] in the column against the correct answer.

1. Which of the following is a negative economic impact of Tourism ?

(A) Leakages due to import of goods and services.

(B) Employment generation.

(C) Protection of wildlife.

(D) None of the above.

2. ICAO stands for :

(A) International Commercial Aviation Organization.

(B) International Civil Aviation Organization.

(C) Intercontinental Civil Activation Organization.

(D) Indian Civil Adjudication Organization

3. Which of the following is *not* a type tourism statistics ?

(A) Volume Statistics.

(B) Visitor Profile Statistics.

(C) Expenditure Statistics.

(D) Market Research.

Turn over





4. Ramoji film city is in :
- (A) Gwalior. (B) Ahmadabad.
(C) Allahabad. (D) Hyderabad.
5. Which of the following state does not share the boundary with Karnataka ?
- (A) Kerala. (B) Tamilnadu.
(C) Odisha. (D) Goa.
6. TAAI was formed in the year ?
- (A) 1945. (B) 1947.
(C) 1951. (D) 1950.
7. Which of the following variable *does not* come under Demographic segmentation ?
- (A) Age. (B) Sex.
(C) Country of the buyer. (D) Income.
8. Internal tourism includes :
- (A) Inbound tourism.
(B) Domestic and Inbound Tourism
(C) Domestic tourism.
(D) Outbound tourism.
9. Which of the following is *not* an example for Printed material sales support technique ?
- (A) Brochure. (B) Folder.
(C) Sales letters. (D) Special offers
10. Length of stay of tourist is recorded under :
- (A) Volume statistics. (B) Expenditure statistics.
(C) Visitor profile statistics. (D) None of these.
11. Study of a given population through only a part or a fraction thereof is called as :
- (A) Sample Survey. (B) Field Research.
(C) Desk Research. (D) Motivation Research.





F 5843

12. Which of the tourism marketing segmentation assumes the market in to different geographic locations?

- | | | | |
|--------------------|--------------------------|---------------------|--------------------------|
| (A) Psychographic. | <input type="checkbox"/> | (B) Demographic. | <input type="checkbox"/> |
| (C) Geographic. | <input type="checkbox"/> | (D) Behaviouristic. | <input type="checkbox"/> |

13. PATA head quarters are located at :

- | | | | |
|-------------|--------------------------|--------------------|--------------------------|
| (A) Madrid. | <input type="checkbox"/> | (B) San Francisco. | <input type="checkbox"/> |
| (C) Hawaii. | <input type="checkbox"/> | (D) Manila. | <input type="checkbox"/> |

14. Demand for Business tourism is :

- | | | | |
|--------------------|--------------------------|----------------------|--------------------------|
| (A) Price elastic. | <input type="checkbox"/> | (B) Price inelastic. | <input type="checkbox"/> |
| (C) Cost oriented. | <input type="checkbox"/> | (D) None of these. | <input type="checkbox"/> |

15. World wonder Taj Mahal is located on the banks of river :

- | | | | |
|-------------|--------------------------|-------------|--------------------------|
| (A) Ganga. | <input type="checkbox"/> | (B) Tapti. | <input type="checkbox"/> |
| (C) Kaveri. | <input type="checkbox"/> | (D) Yamuna. | <input type="checkbox"/> |

16. Which of the following tourist attraction is *not* located in Delhi ?

- | | |
|---------------------|--------------------------|
| (A) Qutub Minar. | <input type="checkbox"/> |
| (B) Mughal Gardens. | <input type="checkbox"/> |
| (C) Hawa Mahal. | <input type="checkbox"/> |
| (D) Lotus Temple. | <input type="checkbox"/> |

17. Which of the following city is known as City of Palaces ?

- | | | | |
|--------------|--------------------------|-------------|--------------------------|
| (A) Jaipur. | <input type="checkbox"/> | (B) Mysore. | <input type="checkbox"/> |
| (C) Gwalior. | <input type="checkbox"/> | (D) Indore. | <input type="checkbox"/> |

18. Name the fort located in Hyderabad :

- | | | | |
|--------------------|--------------------------|---------------|--------------------------|
| (A) Fort Williams. | <input type="checkbox"/> | (B) Golkonda. | <input type="checkbox"/> |
| (C) Bekal. | <input type="checkbox"/> | (D) Tirakol. | <input type="checkbox"/> |

Turn over





F 5843

19. *Yakshagana* is the dance dram of which Indian state ?

- (A) Kerala. (B) Goa.
(C) Telengana. (D) Karnataka.

20. Which of following products of tourism is Tangible ?

- (A) Handicrafts. (B) Hotel rooms.
(C) Airline seats (D) Package tours.

No. of MCQs attempted

Weight Scored

(To be entered by the examiner)

No. of MCQs not attempted

**ATTACH SECTION II INTERNAL EXAMINATION MCQ PAPER WITH
THE MAIN ANSWER-BOOK**

