**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU -27**

Registration Number:

Date & Session 21-12-22( 9 am)

**OPEN ELECTIVE– III SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**BAOE 04 – TOURISM MANAGEMENT**

**Time: 1 Hour Max Marks: 50**

**This paper contains \_\_\_\_\_\_ printed pages and ONE part**

**Answer all the questions.**

|  |
| --- |
| 1. One of the seven wonders of the world found in India |
| a. Taj Mahal |
| b. India Gate |
| c. Machu Picchu |
| d. Qutab Minar |

|  |
| --- |
| 2. Tourists are individuals who |
| a. stays in a place for more than a year |
| b. visits the place less than a year |
| c. has permanent residency in another place |
| d. NRI |

|  |
| --- |
| 3. Modern tour packaging concept was first developed by \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| a. Christopher Columbus |
| b. Ferdinand Magellan |
| c. Tim Cook |
| d. Thomas Cook |

|  |
| --- |
| 4. Itinerary means |
| a. travel document recording a route or journey |
| b. Valid travelling document |
| c. document issued by the government |
| d. identity proof |

|  |
| --- |
| 5. Escorted package is when the guide accompanies the group of people in a foreign land. |
| a. TRUE |
| b. False |

|  |
| --- |
| 6. Tourism during the Middle Ages were considered to \_\_\_\_\_\_\_\_\_\_ |
| 1. Safe to travel |
| b. Wider acceptability of currency across the globe |
| c. dangerous and sporadic |
| d. None of the options |

7.The trend of luxury era of travelling was started by \_\_\_\_\_\_\_\_\_\_\_\_

|  |
| --- |
| a. Greeks |
| 1. Egyptians |
| c. Babylonians |
| d. British |

|  |
| --- |
| 1. Traveler passing through a country without stopping, even if the journey takes more than 24 hours. |
| a. Is considered as a tourist |
| b. Is not a tourist |
| c. Is a traveler |
| d. Is a backpacker |

|  |
| --- |
| 9. Who is an Excursionist? |
| a. temporary visitor staying for a period of less than 24 hours in the country visited |
| b. person who travels within the country |
| c. person who travels to a country other than the one |
| d. All the options |

|  |
| --- |
| 1. Bungee jumping, sky-diving, hiking, horse-riding, surfing are examples of \_\_\_\_\_\_\_\_\_\_\_\_\_ |
| a. Adventure Tourism |
| b. Religious Tourism |
| c. Medical Tourism |
| d. Recreational Tourism |

|  |
| --- |
| 11.Travelling to find out about the natives of a country, their lifestyle, music, art, folklore, dance can be classified as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 1. Cultural Motivators |
| 1. Interpersonal Motivators |
| c. Physical Motivators |
| d. Prestige Motivators |

|  |
| --- |
| 12. Which of the following can be considered as the motivators for travelling? |
| a. All the options |
| b. Pleasure |
| c. Health |
| d. Sporting activities |

13. \_\_\_\_\_\_\_\_\_\_\_\_ refers to total number of people, who are currently not utilizing any tourism product but may utilize or undergo any tour in near future at a particular place /market.

a. Potential Demand

b. Deferred demand

c. Suppresed Demand

d. Future Demand

|  |
| --- |
| 14. \_\_\_\_\_\_\_\_\_\_\_\_\_ affect tourism demand. |
| a. Socio Culture |
| b. Economic Conditions |
| c. All the options |
| d. Geographic conditions |

|  |
| --- |
| 15. Selling through affiliates, resellers, independent sales representatives and system integrators |
| a. Indirect Selling |
| b. Direct Selling |
| c. Personal Selling |
| d. All the options |
| 16. The bulk selling is common practice with comparatively less prices of tourism products. | |
| 1. True | |
| 1. False | |

|  |
| --- |
| 17. Stay in hotels, residential hotels, resorts, camp sites, tree houses, house boats, luxury trains and cruises is examples of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| a. Accommodations facilities |
| b. Ancillary Services |
| c. Transportation Services |
| d. Tour components |

18. Ancillary services /amenities are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |
| --- |
| a. Banking Services |
| b. Medical Services |
| c. Security services |
| d. All the options |
|  |

|  |
| --- |
| 19. Visa is mandatory for international tourists in all the countries |
| a. Yes |
| b. Maybe |
| c. Not always |

|  |
| --- |
| 20. Passport is mainly used as a tool to identify the individuals nationality |
| a. Yes |
| b. Maybe |
| c. Not Always |
| d. Not necessary |

|  |
| --- |
| 21. Combination of transport, accommodation, food, guide and other ground and miscellaneous services is known as \_\_\_\_\_\_\_\_\_\_\_ |
| 1. Tourism Package |
| 1. Service bundle |
| c. Production bundle |
| 1. Travel utilities |

|  |
| --- |
| 22. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is an organised package tour conducted for employees usually sponsored by the business firms or corporate houses as incentives to their employees. |
| a. Incentive Tour |
| b. Escorted Tour |
| c. Guided Tour |
| d.All the above |

|  |
| --- |
| 23. Marketing research involves study of the economy of the country to be visited vital components are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| a. foreign exchange rate |
| b. , demand for the product, |
| c. consumer profile |
| d. All the options |

|  |  |
| --- | --- |
| 24. Itinerary is not important in a tour. | |
| 1. True 2. False |  |

|  |
| --- |
| 25. Packaging is the combination of related and complementary services into a single price |
| a. True |
| b. False |

|  |
| --- |
| 26. \_\_\_\_\_\_\_\_\_\_\_\_ is a promotional material which is another important aspect in the formulation process. |
| a. Tour event |
| b. Tour Brochure |
| 1. Touring calendar |
| d. None of the options |

|  |
| --- |
| 27. \_\_\_\_\_\_\_\_\_\_\_ are the supplementary service providers. |
| a. Homestays |
| b. Bunglows |
| c. Lodges |
| d. All the options |

|  |
| --- |
| 28. Among which of the island tourists are not allowed. |
| a. Sentinal Island |
| 1. Bahamas |
| c. Panama |
| d. All the options |

|  |
| --- |
| 29. Many nations have made it compulsory for the visitors to have insurance before entering their countries. |
| a. True |
| b. False |

|  |
| --- |
| 30. Package elements deals with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| a. Accommodation |
| b. Sightseeing |
| 1. Ground service |
| d. All the options |

|  |
| --- |
| 31. Significance of the Tour package is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| a. Time Saver |
| b. Earn Foreign Currency |
| 1. Provide bulk orders |
| d. All the options |

|  |
| --- |
| 32. Responsible for loading and unloading freight and baggage from the planes including additional jobs to prepare the aircraft for its next flight. |
| a. Ground Handling Agents |
| b. Handling agents on flight |
| c.Ground and Clearing service providers |
| d. Ground clearance service providers |

|  |
| --- |
| 33. When passengers aboard the staircase/ramp of the plane it is the duty of \_\_\_\_\_\_\_\_\_\_\_\_\_ to ensure their safely and assist them courteously. |
| a. Sort freight baggers |
| b. Ground handlers |
| c.Baggage incentive holders |
| d. None of the options |

|  |
| --- |
| 34. Schedule or timetable produced in association with a package tour. |
| a. Tour Itinerary |
| b. Event Brouchre |
| c. Baggage incentive |
| d. All the options |

|  |
| --- |
| 35. Itinerary is inclusive of \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| a. identify the route |
| b. day-by-day journey format |
| c.All the options |
| d. the enroute halting points |

|  |
| --- |
| 36. Identify the types of Itinerary from the following |
| a. Escort itinerary |
| 1. Guided Itinerary |
| c.Vendor Itinerary |
| d. All the options |

|  |
| --- |
| 37. Following traits should be available in an itinerary |
| a. Flexibility |
| b. Convenience |
| c.Simplicity |
| d. All the options |

|  |
| --- |
| 38. Travelers are working within an online system backed by powerful rules engines, multiple checks and balances are automatically in place to ensure policy compliance. |
| a. True |
| b. False |

|  |
| --- |
| 39. Inclusion of places requiring restricted area permits is vital. |
| a. False |
| b. True |

|  |
| --- |
| 40. Identify the steps in preparing an itinerary |
| a. Research other tours in the market place |
| b. Research other tours in the market place |
| c. Map out the duration, frequency and departure point of your tour |
| d. All the options |

41. Tourism sector creates more \_\_\_\_\_ opportunities   
(a) Job  
(b) Fund raising  
(c) Profit making  
(d) Attractive

42. Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities is called:  
(a) Eco-Tourism  
(b) Responsible tourism  
(c) Sustainable Tourism  
(d) Alternative Tourism

43. A person who is travelling a place for pleasure is known as  
(a) Tourist  
(b) Traveller  
(c) Inbound tourist  
(d) None of these

44. Which of the following is not a component of tourism product?  
(a) Attractive   
(b) Accessibility  
(c) Amenities  
(d) Attitude

45. A person who moves from one location to another is known as \_\_\_  
(a) Tourist  
(b) Traveller  
(c) Inbound tourist  
(d) Out bound tourist

46. A country is mainly benefited from tourism by the \_\_\_  
(a) Tourist expenditure  
(b) Tourist travel  
(c) Accommodation  
(d) None of these

47. \_\_\_\_ is a key tourism asset   
(a) Culture  
(b) Packages  
(c) Trekking  
(d) Hotels

48. Who are the targets of a tourist spot that is located at great heights   
(a) Children  
(b) Women  
(c) Adventure tourists  
(d) Business tycoons

49. Name the first space tourist.  
(a) Thomas cook  
(b) Dennis Tito  
(c) Dennis Martin  
(d) None of these

50. Excursionist means   
(a) A person who stays less than 24 hours in the country visited   
(b) A person who stays more than 24 hours in the country visited  
(c) A person who covers a reasonably large distance within the country of his residence.  
(d) A person who stays 1 year at least in the country visited.