

Sikkim Public Service Commission

Written (Main) Examination for the post of Sub-Jailer

Time Allowed: 3 hours

PAPER - II
TOURISM MANAGEMENT

Maximum Marks: 250

INSTRUCTIONS TO CANDIDATES

Read the instructions carefully before answering the questions: -

1. This Test Booklet consists of 8 (eight) pages and has 63 (sixty-three) printed questions.
2. IMMEDIATELY AFTER THE COMMENCEMENT OF THE EXAMINATION, YOU SHOULD CHECK THAT THIS BOOKLET DOES NOT HAVE ANY UNPRINTED, TORN OR MISSING PAGES OR ITEMS. IF SO, GET IT REPLACED BY A COMPLETE TEST BOOKLET.
3. Use only Black Ball Point Pen to fill the OMR Sheet.
4. Please note that it is the candidate's responsibility to fill in the Roll Number carefully without any omission or discrepancy at the appropriate places in the OMR ANSWER SHEET as well as on SEPARATE ANSWER BOOKLET for Conventional Type Questions. Any omission/discrepancy will render the Answer Sheet liable for rejection.
5. Do not write anything else on the OMR Answer Sheet except the required information. Before you proceed to mark in the OMR Answer Sheet, please ensure that you have filled in the required particulars as per given instructions.
6. This Test Booklet is divided into 3 (three) parts - Part-I, Part-II and Part-III.
7. All three parts are Compulsory.
8. Part-I consists of Multiple-Choice Questions. The answers for these questions have to be marked in the OMR Answer Sheet provided to you.
9. Parts II and III consist of Conventional Type Questions. The answers for these questions have to be written in the Separate Answer Booklet provided to you.
10. After you have completed filling in all your responses on the OMR Answer Sheet and the Answer Booklet(s) and the examination has concluded, you should hand over the OMR Answer Sheet and the Answer Booklet(s) to the Invigilator only. You are permitted to take the Test Booklet with you.
11. **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
(Multiple Choice Questions)

Choose the correct answer for Questions 1 to 50 from the given options. Each question carries 3 marks.
[50 x 3 = 150]

1. Which hill station is not served by a Toy Train?
 - (a) Darjeeling
 - (b) Coonoor
 - (c) Mount Abu
 - (d) Matheran
2. Keoladeo National Park is situated in -
 - (a) Assam
 - (b) Rajasthan
 - (c) Orissa
 - (d) Himalaya
3. Which one of the following is not a classical dance?
 - (a) Yakshagana
 - (b) Mohiniyattam
 - (c) Kuchipudi
 - (d) Manipuri
4. Bharatnatyam dance form is associated with which of the following state?
 - (a) Gujarat
 - (b) Tamil Nadu
 - (c) Kerala
 - (d) Orissa
5. The famous church Basilica of Bom Jesus is located in which of the following state?
 - (a) Kerala
 - (b) Pondicherry
 - (c) Nagaland
 - (d) Goa
6. Mahabodhi Temple is associated with which of the following religion?
 - (a) Jainism
 - (b) Buddhism
 - (c) Hinduism
 - (d) None of the above
7. Which city of Madhya Pradesh is associated with Kumbh Mela?
 - (a) Bhopal
 - (b) Indore
 - (c) Gwalior
 - (d) Ujjain
8. The Konark Temple in Orissa is dedicated to which of the following God?
 - (a) Lord Indra
 - (b) Lord Rama
 - (c) The Sun God
 - (d) None of these
9. Island Tourism Festival, an annual cultural event organized for the promotion of Tourism for islanders is held in which of the following city?
 - (a) Port Blair
 - (b) Colombo
 - (c) Daman
 - (d) Diu
10. The Hemis Festival is celebrated in which of the following state / union territory?
 - (a) Manipur
 - (b) Himachal Pradesh
 - (c) Jammu and Kashmir
 - (d) Ladakh
11. Tourism in which people travel within the country is known as -
 - (a) Domestic Tourism
 - (b) International Tourism
 - (c) Outbound Tourism
 - (d) Inbound Tourism
12. WTTC stands for -
 - (a) World Tourism and Tourist Council
 - (b) World Travel and Trade Council
 - (c) World Travel and Tourism Council
 - (d) World Tourism and Trade Council

13. In which year was the first National Policy of the tourism announced?
 (a) 1980
 (b) 1982
 (c) 1985
 (d) 1990.
14. Visit to witness rich flora, fauna and natural attraction of a particular place is referred as which form of tourism?
 (a) Dark
 (b) Mice
 (c) Religious
 (d) Eco
15. CRM stands for -
 (a) Customer Retention Management
 (b) Customer Relaxation Management
 (c) Customer Relation Management
 (d) None of the above
16. In which year was the Indian Tourism Development Corporation (ITDC) established?
 (a) 1966
 (b) 1947
 (c) 1951
 (d) 1990
17. The process of dividing total market into different buyer groups is known as -
 (a) Market Segmentation
 (b) Market Skimming
 (c) Market Division
 (d) Market Penetration
18. Which of the following is the first step of market research?
 (a) Identification of the problem
 (b) Developing research objectives
 (c) Exploring research techniques
 (d) Data Collection
19. What is the first stage of a new product development?
 (a) Screening of idea
 (b) Commercialization
 (c) Generating product ideas
 (d) Concept Development
20. As per the PLC, the rate of sales of Introduction stage is?
 (a) High Sales
 (b) Low Sales
 (c) Gradually Increasing
 (d) Peak Sales
21. Leisure is a/an _____.
 (a) concept
 (b) activity
 (c) adventure
 (d) time-frame
22. Parasailing is a popular form of adventure tourism. What is it?
 (a) Flying in the air.
 (b) Flying above the sea.
 (c) Flying in the air above the sea with the help of a motor boat.
 (d) Gliding in the air above the sea.
23. Swapna Sundari can be associated with which of the following dance form?
 (a) Manipuri
 (b) Odissi
 (c) Kuchipudi
 (d) Giddha
24. Which state is called the cradle of Buddhism?
 (a) Sikkim
 (b) Bihar
 (c) Uttar Pradesh
 (d) Madhya Pradesh
25. The festival of Deepawali is always celebrated in the period of:
 (a) Full moon
 (b) Amavasya
 (c) Half moon
 (d) None of the above

26. What does the mission statement specify that the organization will achieve?
- Goals
 - Profit
 - Both (a) and (b)
 - None of the above
27. Management skills applies to managers at -
- Middle Level
 - Top Levels
 - Executive levels
 - All levels
28. The external factor(s) that limit control is (are) -
- Government Policies
 - Market Changes
 - Economic Changes
 - All of the above
29. Functional Managers are responsible for -
- single area of activity
 - upper level of management and staff
 - complex organizational sub-units
 - obtaining copyrights and patents for newly developed processes and equipment
30. Who is known as the father of scientific management?
- Elton Mayo
 - Hendry Fayol
 - F.W Taylor
 - Robert Owen
31. In which year was TAAI established?
- 1952
 - 1950
 - 1951
 - 1953
32. The acronym IATA stands for
- Indian Air Transport Association
 - International Air Transport Association
 - International Air Travel Agency
 - Indian Association of Travel Agency
33. In which year did Mr. Cook change the name of his agency to Thomas Cook India (Ltd)?
- 1975
 - 1978
 - 1979
 - 1977
34. Indian company making tour arrangement in Singapore for a tourist group from India visiting Singapore is -
- Domestic Tour Operator
 - Ground Tour Operator
 - Inbound Tour Operator
 - Outbound Tour Operator
35. Which of the following is used as the benchmark quotation of a hotel's room rate?
- Restricted rate
 - Corporate rate
 - Rack rate
 - Discount rate
36. While designing a tour, the tour operator should consider
- Purpose of the trip
 - Length of stay
 - Client budget
 - All of the above
37. What type of complaints do clients make when they feel they've been mistreated by the staff?
- Service-related complaints
 - Unusual complaints
 - Mechanical complaints
 - Attitudinal complaints
38. The trip which originates and ends in the same point is known as:
- Circle Trip
 - Round Trip
 - Excursion Trip
 - None of these

39. Which of the following is not a component of package tour cost?
- Accommodation cost
 - Transport cost
 - Sight-seeing cost
 - Shopping cost
40. A flight which does not make any stop between origin and destination is known as:
- Direct Flight
 - Non-stop Flight
 - Connecting Flight
 - None of these
41. Where was sustainable development explained for the first time?
- World Development Report
 - Brundtland Commission Report
 - First Earth Summit Report
 - Human Development Report
42. Sustainable development can be thought of in terms of three spheres. They are ____.
- environment, economy and society
 - environment, economy and equity
 - environment, ecology and society
 - environment, economy and ecology
43. The 'Agenda-21' of Rio Summit 1992 is related to -
- Sustainable Development
 - Polluter-Pays Principle
 - Environmental Education
 - Preservation of Ozone Layer
44. EIA stands for -
- Environmental Impact Assessment
 - Economic Impact Assessment
 - Educational Impact Assessment
 - None of these
45. Where is Nanda Devi Biosphere Reserve situated?
- Himachal Pradesh
 - Uttarakhand
 - Uttar Pradesh
 - Nagaland
46. In India, the sound and light show was first mounted on which of the following monuments?
- Taj Mahal
 - Red Fort
 - Amber Fort
 - Jal Mahal
47. International Civil Aviation Organization is headquartered in
- Canada
 - Vienna
 - Australia
 - Switzerland
48. Which one of the following is a part of adventure tourism?
- Swimming
 - Bowling
 - Bungee Jumping
 - Chess
49. Departure point is also known as
- Off point
 - Arrival point
 - Board point
 - Intermediate point
50. The Napier Museum is located in which city of Kerala?
- Thiruvananthapuram
 - Kochi
 - Alleppey
 - Ponmudy

PART - II
(Conventional Type Questions)

Answer any 2 (two) from Questions 51 to 55. Each question carries 25 marks.

[2 x 25 = 50]

51. How do you assess the future of tourism in India in a post-COVID scenario?
52. India's tourism is seeing a paradigm shift away from cultural tourism. Discuss.
53. The Incredible India campaign has outlived its utility. Please discuss the changes that you would suggest to the campaign.
54. For tourism entrepreneurship to thrive we need innovative financial interventions. Discuss.
55. Discuss the role of use of technology in tourism industry.

PART - III
(Conventional Type Questions)

Answer any 5 (five) from Questions 56 to 63. Each question carries 10 marks.

[5 x 10 = 50]

56. Elucidate various forms of Tourism.
57. Defining tourist demand; outline its unique features. Why tourist demand is said to be inherently complex in nature?
58. Describe various stages of destination life cycle.
59. Enlist the major negative impacts of tourism on social environment of destination.
60. Explain in detail the concept of employment multipliers in the context of Tourism.
61. The fairs and festivals in India are spectacularly colourful, as well as dramatically diverse. Comprehend the statement with support of suitable examples.
62. What role does Governments, NGOs, industries and individual play in sustainable tourism development?
63. Evaluate the salient features of India's monuments and museums to promote cultural tourism.

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