

**148/2024**

Maximum : 100 marks

Time : 1 hour and 30 minutes

1. According to Butler's TALC model, what are the possible outcomes for a tourist destination that reaches the stagnation stage?
  - (A) Decline or rejuvenation
  - (B) Steady growth
  - (C) Immediate closure
  - (D) No significant changes
  
2. Which of the following is an example of intangible cultural heritage in tourism?
  - (A) Historic buildings
  - (B) Natural parks
  - (C) Traditional music and dance
  - (D) Handicrafts
  
3. According to Cohen's typology of tourist experiences, which tourist category is least likely to engage with local culture?
  - (A) The explorer
  - (B) The drifter
  - (C) The organized mass tourist
  - (D) The individual mass tourist
  
4. Which of the following is a critical challenge in applying Butler's Tourist Area Life Cycle (TALC) model to real-world destinations?
  - (A) The model ignores external factors like political instability or natural disasters
  - (B) It assumes constant visitor growth at all stages
  - (C) It overestimates the role of government regulation
  - (D) The model underemphasizes technological advancements in tourism
  
5. In tourism marketing, what is the main purpose of segmenting the market?
  - (A) To increase prices for luxury travelers
  - (B) To design customized products and services for specific groups of tourists
  - (C) To reduce the number of tourists visiting a destination
  - (D) To focus on attracting only international tourists
  
6. Which of the following best describes the concept of "tourism leakage"?
  - (A) Loss of potential tourists due to negative perceptions of a destination
  - (B) When the revenue generated by tourism is lost to other countries' economies
  - (C) The decline of a destination's popularity due to over-tourism
  - (D) The process of tourists moving from one destination to another within the same country

7. What does the term “eco-tourism” primarily focus on?
- (A) Building luxury resorts in natural habitats
  - (B) Traveling to urban areas
  - (C) Conservation of natural environments and benefiting local communities
  - (D) Mass entertainment tourism
8. What does “medical tourism” refer to?
- (A) Traveling to natural wellness destinations
  - (B) Traveling to receive medical treatment or surgery
  - (C) Volunteering in healthcare services abroad
  - (D) Touring pharmaceutical factories
9. Which of the following is essential in developing a successful destination branding strategy?
- (A) Tourist taxes
  - (B) Consistent messaging and identity
  - (C) High accommodation prices
  - (D) Infrastructural issues
10. Plog’s Psychographic Model of tourist behavior suggests that a destination’s appeal shifts overtime. Which of the following factors can lead a destination to shift from appealing to allocentric to appealing to psychocentric?
- (A) Increased accessibility and infrastructure development
  - (B) A focus on eco-tourism and adventure activities
  - (C) Restricting the number of tourists allowed
  - (D) Maintaining traditional and authentic local culture
11. Which of the following is a key principle of sustainable tourism?
- (A) Mass tourism
  - (B) Over-tourism
  - (C) Environmental conservation
  - (D) Short-term economic gains
12. In Pearce’s Travel Career Ladder (TCL), which of the following represents the highest level of travel motivation?
- (A) Fulfillment
  - (B) Relaxation
  - (C) Safety
  - (D) Relationships

13. Which is NOT a common method for measuring tourism carrying capacity?
- (A) Physical capacity (B) Economic capacity  
(C) Environmental capacity (D) Psychological capacity
14. When was the Travel for LiFE Program launched globally?
- (A) 22 May 2023 (B) 05 June, 2023  
(C) 18 June 2023 (D) 27 September, 2023
15. Which country is known as the largest inbound tourism destination by international tourist arrivals?
- (A) India (B) United States  
(C) France (D) China
16. Which organization promotes responsible, sustainable and universally accessible tourism globally?
- (A) UNESCO (B) WTO  
(C) UN Tourism (D) IATA
17. Which of the following best describes the “carrying capacity” concept in tourism?
- (A) The number of tourists a destination can accommodate in a year  
(B) The maximum number of visitors that a destination can sustain without environmental degradation  
(C) The amount of profit a tourist destination can generate  
(D) The total population of a tourist destination
18. Which of the following is an example of sustainable tourism?
- (A) Visiting a national park and leaving trash behind  
(B) Staying in community-owned guest houses that benefit local villages  
(C) Booking a cruise that dumps waste into the ocean  
(D) Overcrowding tourist spots without regard to local culture
19. Which of the following best represents a core concept of Leiper’s Tourism System Model?
- (A) Tourism occurs within a closed system, focusing only on the destination  
(B) Tourism is driven purely by the behavior of tourists within their home region  
(C) Tourism is an open system involving interactions between generating, transit and destination regions  
(D) Tourism functions independently of transportation and geographical considerations

20. Which of the following is an example of cultural tourism?
- (A) Visiting a theme park (B) Going on a wildlife safari  
(C) Shopping in a mall (D) Attending a traditional festival
21. Which continent is known as the “Land Down Under”?
- (A) Australia (B) Antarctica  
(C) Europe (D) South America
22. Which mountain range forms a natural border between Europe and Asia?
- (A) Himalayas (B) Alps  
(C) Ural Mountains (D) Andes
23. Which two countries share the longest international border?
- (A) USA and Mexico (B) Russia and China  
(C) Brazil and Argentina (D) USA and Canada
24. Which of the following cities does not experience Daylight Saving Time?
- (A) London (B) Hong Kong  
(C) Tokyo (D) Berlin
25. Arrange the following mountain ranges from North to South India
- (i) Kanchenjunga  
(ii) Palkonda  
(iii) Aravalli  
(iv) Vindhyachal
- Choose the correct answer
- (A) (ii), (iii), (iv), (i) (B) (iii), (iv), (ii), (i)  
(C) (i), (iii), (iv), (ii) (D) (iv), (i), (ii), (iii)
26. Which country has the most UNESCO World Heritage Sites?
- (A) China (B) France  
(C) Italy (D) India

27. In which part of Europe are the Kjolen Mountains?  
(A) Iberian Peninsula (B) Scandinavia  
(C) Eastern Europe (D) United Kingdom
28. The archaeological site – Nagarjunkonda is located on the bank of which river?  
(A) Krishna (B) Godavari  
(C) Kaveri (D) Vaigai
29. Which country has the longest coastline in the world?  
(A) Russia (B) Australia  
(C) Canada (D) India
30. In a multicultural team, which behaviour would most likely indicate a preference for hierarchical structures?  
(A) Employees freely express opinions  
(B) Deference to authority  
(C) Openly disagreeing with superiors  
(D) Informal interactions with managers
31. Mosi-oa-Tunya is a spectacular tourist spot. Select the English name of the spot :  
(A) Niagara Falls (B) Victoria Falls  
(C) Jog Falls (D) Abbey Falls
32. Which major European river flows through four capitals, making it a critical part of both the continent's geography and its tourism circuits?  
(A) Danube (B) Rhine  
(C) Volga (D) Seine
33. Which schedule of the Indian Constitution deals with official languages?  
(A) Seventh (B) Eighth  
(C) Ninth (D) Fifth

34. Which cultural dimension, according to Hofstede's dimensions refers to the extent to which people feel uncomfortable with uncertainty and ambiguity?
- (A) Individualism vs. Collectivism
  - (B) Uncertainty Avoidance
  - (C) Masculinity vs. Femininity
  - (D) Power Distance
35. Loktak lake is situated in which Indian state?
- (A) Assam
  - (B) Manipur
  - (C) Mizoram
  - (D) Tripura
36. Which country is home to the world's highest population density?
- (A) Monaco
  - (B) Bangladesh
  - (C) Taiwan
  - (D) Singapore
37. The heritage site in India inscribed to UNESCO's heritage list of monuments in 2024 is located in which state?
- (A) West Bengal
  - (B) Assam
  - (C) Sikkim
  - (D) Arunachal Pradesh
38. In which country's culture would an indirect style of communication be more prevalent, according to Edward Hall's context theory?
- (A) United States
  - (B) Germany
  - (C) Japan
  - (D) Australia
39. What is the IATA code of Amritsar?
- (A) AMR
  - (B) ASR
  - (C) ATQ
  - (D) None of these
40. Gair is the dance form of which Indian state?
- (A) Haryana
  - (B) Madhya Pradesh
  - (C) Gujarat
  - (D) Rajasthan

41. Who described India as a “Fabulous world of Splendor and Rags, the one Country under the sun with an imperishable interest, the one land that all men desire to see”?
- (A) Huen Tsang (B) Marcopolo  
(C) Megasthenese (D) Mark Twain
42. How many Coastal States and Union territories are in India?
- (A) 9 coastal states and four Union territories  
(B) 8 coastal states and three Union territories  
(C) 10 coastal states and five Union territories  
(D) None of the above
43. Which of the following is true about the “Mandapa” of Temple structure of India?
- (i) It is the inner shrine of the temple  
(ii) It is the fore chamber of the temple  
(iii) It is the pyramidal gateway of the temple  
(iv) It is the super structure of the temple
- (A) (i) and (ii) only  
(B) (iii) and (iv) only  
(C) (i) only  
(D) (ii) only
44. One-horned rhinos are protected in which of the following two National Parks?
- (A) Manas, Assam and Hazaribagh, Bihar  
(B) Kazi Ranga, Assam and Ranthambore Rajasthan  
(C) Ranthambore Rajasthan and Hazaribag, Bihar  
(D) None of the above two
45. Which of the following statements is true about Hindustani Music?
- (i) Mirza Ghalib popularized the Hindustani ghazal  
(ii) The Bhoopala raga is sang in the evening  
(iii) The khayal music is evolved by Amir Khusro  
(iv) There are five different schools in Hindustani music
- (A) (i) and (ii) are only true  
(B) Except (ii) all are true  
(C) Except (i) all are true  
(D) All are true

46. The one and only drift wood museum of India which is listed in the Indian book of records belongs to which of the following destination?
- (A) Fort Kochi (B) Mattanchery  
(C) Kumarakom (D) None of the above
47. Who built Alai Darwasa?
- (A) Balban (B) Alaudin Khalji  
(C) Iltumish (D) None of the above
48. Idukki reservoir constitute which of the following three dams? :
- (A) Cheruthoni, Kulamavu, Thommankoothu  
(B) Kulamavu, Thommankoothu, Bhoothathankettu  
(C) Idukki, Bhoothathankettu, Cheruthoni  
(D) Cheruthoni, Idukki and Kulamavu
49. Which of the following combinations is/are found correct for the folk art forms of Kerala?
- (i) Velakali- Kakkarassi Natakam- Bhadrakalipattu- Pulluvan pattu  
(ii) Thiruvathirakali- Kolkali- Margam Kali-Mohiniyattom  
(iii) Velakali- Kathakali-Thiruvathirakali- Kolkali  
(iv) Thiruvathirakali- Theyyam- Thira- Kaduvakali
- (A) (i) and (ii) only  
(B) (i) and (iv) only  
(C) (ii) and (iii) only  
(D) All of the above
50. Specify the area of Kerala state:
- (A) 38883 Sq. Km. (B) 38683 Sq.Km  
(C) 38863 Sq.Km (D) 38638 Sq.Km
51. Which of the following places associated with Kumbhamela are found correct?
- (i) Haridwar-Kausambi-Varanasi-Ujjain  
(ii) Nasik-Ujjain, Prayagraj-Haridwar  
(iii) Varanasi-Nasik-Haridwar-Ujjain  
(iv) All are correct
- (A) (i) Only (B) (ii) only  
(C) All of the four (D) None of the above



52. Identify the incorrect statement about Vishnupad temple, Gaya:  
 Statement I : It is famous for Pithru moksha.  
 Statement II : The Current structure is built by Ahalya Holker.  
 Statement III : The temple is constructed with White coloured rock.
- (A) Statement I only (B) Statement II only  
 (C) Statement III only (D) All are incorrect
53. State whether the architectural style of the following temples is True:
- (i) Mahabalipuram – Pallava style  
 (ii) Brhadewara – Chola style  
 (iii) Kesava Temple – Hoysala Style  
 (iv) Chidambaram – Pandya style
- (A) Except (iii) all are true (B) Except (iv) all are true  
 (C) All are true (D) All are false
54. CLIA stands for :
- (A) Cruise Line International Association  
 (B) Cruise Line Indian Association  
 (C) Cruise Line International Alliance  
 (D) None of the above
55. Name the agency that introduced Scuba diving in Andaman and Nicobar Islands.:
- (A) India tourism development Corporation  
 (B) Travel corporation of India  
 (C) Ministry of Tourism  
 (D) None of the above
56. The Periyar River originates from which hill station of Kerala?
- (A) Anamudi Peak (B) Munnar Hills  
 (C) Sivagiri Hills (D) Elambalari Hills
57. Select the incorrect pair from the given wildlife sanctuary (WLS) and its location:
- (A) Pondicherry – Oussudu (B) Rajasthan – Ramsagar  
 (C) Punjab – Harike Lake WLS (D) None of the above

58. Which of the following is known as “Seven step Waterfall”?
- (A) Meenmutti (B) Chethalayam  
(C) Palaruvi (D) Thommankoothu
59. Which Tribal group performs the “Gadhika” ritual?
- (A) Kadar (B) Irulas  
(C) Adiyas (D) Paniyar
60. Write the incorrect pair from the given folk dances of India:
- (A) Rajasthan - Kalbelia (B) Rouf - Kashmir  
(C) Lama - Sikkim (D) Assam - Thamasha
61. Who Published “Limits to Growth “which describes exploitation of Nature and Natural resources?
- (A) WTO (B) IUCN  
(C) Club of Rome (D) None of the above
62. Green Highway Policy 2015 focuses on:
- (A) Plantation (B) Beatification  
(C) Maintenance (D) All of the above
63. Who played lead role in the conceptualisation of Incredible India Logo:
- (A) Dr. Suman Billa (B) Dr.V.Venu  
(C) Sri. Kamala Vardhana Rao (D) Mr. Amitabh Kanth
64. Consider the following pairs with reference to World Heritage sites of India with year of declaration. Choose the correct one:
- (A) Sacred Ensemble of the Hoysala – 2024  
(B) Moidams-the mound burial system – 2023  
(C) Dhola Vira-Harappan city – 2021  
(D) Jaipur City – 2022
65. LIFE stands for:
- (A) Life style for Education (B) Life style for Employment  
(C) Life style for Entertainment (D) Life style for Environment

66. "Andaman and Nicobar Island experience Equatorial climate". Find the correct reason:
- (A) It is close to the Equator
  - (B) It is far from the Equator
  - (C) It is not included in the equatorial region
  - (D) None of the above
67. Which of the following statements are true / false with Dravidian Practises of Ancient Kerala?
- (i) They did not have any religious philosophy
  - (ii) They believed that local Deities are the guardians of their village boundaries.
  - (iii) Ancestor worship is a common practise.
  - (iv) Peepal tree was worshiped with great devotion.
- (A) (i) is false, all others true
  - (B) (ii) is false, all others true
  - (C) (iii) is false all others true
  - (D) (iv) is false, all others true
68. The youngest classical dance of India belongs to which of the following state?
- (A) Sikkim
  - (B) Manipur
  - (C) Assam
  - (D) Odisha
69. Which one of the following is not match with the 2024 World Environment Day Themes?
- (A) Restoring land
  - (B) Elimination of poverty
  - (C) Combating desertification
  - (D) Building resilience to drought
70. Select the statement which is true?
- Statement 1 : Hiuen Tsang visited India during the reign of Harshavardhana.
- Statement 2 : He spend 5 years in Takshila to collect Buddhists scriptures of India.
- (A) Both 1 and 2 are true
  - (B) 1 is true but 2 is false
  - (C) 1 is false but 2 is true
  - (D) Both 1 and 2 are false.

71. Given below are two statements, one labelled as Assertion [A] and other labelled as Reason [R]
- Assertion [A] : Tourists prefer Responsible Tourism Destinations, when planning holidays –especially tourists from UK and USA
- Reason [R] : Majority of Holiday Companies are seriously involved in the promotion of Sustainable Responsible practises to conserve the Mother Planet-EARTH due to climate issue.
- (A) [A] is false but [R] is True  
 (B) Both [A] and [R] are true and [R] is not the correct explanation  
 (C) Both [A] and [R] are true and [R] is the correct explanation  
 (D) [A] is true but [R] is false.
72. Which of the following is true about rural tourism in India?
- (i) Promotion of local events.  
 (ii) Provides experiential learning  
 (iii) Natural resources are preserved.  
 (iv) Benefit for All Stake holders.
- (A) All are True  
 (B) (iv) is incorrect but all others are True.  
 (C) (ii) and (iii) only True  
 (D) (i) is incorrect but all others are True.
73. Write the correct chronological order of the following constructions of Kerala:
- (i) Santha Cruz Basilica  
 (ii) Bolgatty Palace  
 (iii) Dutch Palace  
 (iv) St. Francis Church
- (A) St. Francis church- Santha Cruz Basilica- Dutch Palace-Bolgatty palace  
 (B) Bolgatty Palace-Dutch palace- Santa Cruze Basilica- St. Francis church  
 (C) Dutch Palace- Bolgatty Palace- Santa Cruze Basilica- St. Francis church  
 (D) Santha Cruz Basilica- Dutch Palace-Bolgatty palace- St. Francis church
74. Write the given statements below are correct/incorrect:
- (i) Kumbham in Kerala is famous for pottery.  
 (ii) Iringol is a craft village in Kerala.
- (A) (i) is incorrect but (ii) is correct  
 (B) (ii) is incorrect but (i) is correct  
 (C) Both are correct  
 (D) Both are incorrect

75. Write the in correct mention about the various designs of “Bandhani work”:
- (A) It uses burnt clay for making designs.  
 (B) It use pictures of gods and goddesses for designs.  
 (C) It use patterns of birds, animals and human figures.  
 (D) None of the above
76. Which Luxury Train in india is the True replica of Europe’s Orient Express?
- (A) Maharaja Express (B) Palace on Wheels  
 (C) Royal Rajasthan on wheels (D) Bharath Gaurav Express
77. Aim of UD AN scheme is
- (A) Next gen Airport for Bharath (B) Expand airport Capacity  
 (C) Increase regional connectivity (D) None of the above
78. Which of the following is the apex body of Air Transportation in India?
- (A) DGCA  
 (B) National Aviation Company of India  
 (C) The ministry of Civil Aviation  
 (D) Air Port Authority of India
79. Which of the following is incorrect with the following responsible Tourism Award category received by Kerala tourism?
- (A) Received PATA Gold Award for Digital Marketing (Holyday Heist) 2024  
 (B) Received PATA ULYSESS Award for Innovation in Public policy and Governness.  
 (C) PATA Grand award for Marketing (Human by Nature) 2020.  
 (D) None of the above.
80. Select the correct scheme associated with the promotion of spiritual tourism in India.
- (A) SWADESH DARASH (B) NIDHI  
 (C) PRASHAD (D) DEKHO APNA DESH
81. Which form of non-verbal communication is associated with personal space?
- (A) Gestures (B) Facial expressions  
 (C) Proxemics (D) Tone of voice

82. Which of the following is an example of “single-strand” grapevine communication?
- (A) A message passes from one person to another in a chain, like person A tells person B, who tells person C, and so on.
  - (B) A single person tells a message to multiple people at once, like person A telling B, C, and D simultaneously.
  - (C) A message is passed through a group where everyone talks to everyone else, like person A telling B, C, D, and B sharing it with A again.
  - (D) Several people relay the same message to one individual, like B, C, and D all sharing the same information with person A.
83. The word ‘bark’ might refer to a tree’s outer covering to one person and a dog’s vocalization to another. This is an example of which type of semantic barrier?
- (A) Jargon barrier
  - (B) Language barrier
  - (C) Cultural barrier
  - (D) Denotative barrier
84. In a block format letter, where is the date typically placed?
- (A) Left-aligned below the sender’s address
  - (B) Centered at the top of the letter
  - (C) Right-aligned below the sender’s address
  - (D) At the bottom of the letter after the signature
85. Which AI-powered tool is specifically designed to help businesses analyze customer feedback and sentiment from communication channels like emails and social media?
- (A) MonkeyLearn
  - (B) DaVinci
  - (C) Grammarly
  - (D) Smartly
86. When colleagues at the same level share information or collaborate, it is an example of which type of communication?
- (A) Upward communication
  - (B) Horizontal communication
  - (C) Downward communication
  - (D) External communication
87. A line chart is primarily used to
- (A) Show comparisons between categories
  - (B) Graphical representation of data distribution
  - (C) Present hierarchical data
  - (D) Display trends over time

88. What is the primary goal of paraphrasing?
- (A) To rewrite a text exactly as it is
  - (B) To restate what you have read using your own words
  - (C) To summarize a text by only including the main points
  - (D) To critique a text and provide personal opinions
89. What is the main function of an AI chatbot in internet communication?
- (A) To manage employee schedules
  - (B) To automatically respond to common customer queries and assist with customer service
  - (C) To facilitate video conferences
  - (D) To send mass email campaigns
90. What is an office order typically used for?
- (A) To issue instructions or directives within an organization
  - (B) To manage employee payroll
  - (C) To schedule company events
  - (D) To handle customer complaints
91. Ivy Lee is best known for his role in which significant early public relations campaign?
- (A) The “Torches of Freedom” campaign
  - (B) The “Dove Real Beauty” campaign
  - (C) The Rockefeller family PR campaign
  - (D) The “Keep America Beautiful” campaign
92. In the Two-Step Flow Theory of Media Communication conceived by Paul Lazarsfeld, who plays a key role in interpreting media messages and passing them on to others?
- (A) Journalists
  - (B) Advertisers
  - (C) Opinion leaders
  - (D) Politicians
93. In which year was IPRA established?
- (A) 1955
  - (B) 1954
  - (C) 1950
  - (D) 1945
94. The Press Agency Model of PR primarily focuses on which type of communication?
- (A) Two-way symmetrical communication?
  - (B) One-way communication focused on persuasion and publicity
  - (C) Two-way asymmetrical communication
  - (D) One-way communication focused on feedback

95. Which of the following best distinguishes public relations (PR) from propaganda?
- (A) PR focuses on two-way communication, while propaganda is primarily one-way and manipulative
  - (B) PR is based on misinformation, while propaganda is based on facts
  - (C) PR always aims to deceive, while propaganda aims to educate
  - (D) PR is used in government campaigns, while propaganda is used by Private organisations
96. National Public Relations Day is celebrated in India on which date?
- (A) April 22
  - (B) January 25
  - (C) May 21
  - (D) April 21
97. What is the purpose of Advertising Value Equivalency (AVE) in PR evaluation?
- (A) To calculate the revenue generated from PR activities
  - (B) To compare the cost of earned media coverage to the equivalent cost of advertising space
  - (C) The audience reach of a PR campaign
  - (D) The total number of media mentions
98. What is the primary goal of WWF's "Earth Hour" campaign?
- (A) To Create awareness about Plastic Pollution
  - (B) To raise awareness about climate change and encourage energy conservation
  - (C) To promote the sale of energy-efficient products
  - (D) To support animal conservation efforts
99. Which Indian Government Ministry launched the "Incredible India" campaign?
- (A) Ministry of Home Affairs
  - (B) Ministry of Tourism
  - (C) Ministry of External Affairs
  - (D) Ministry of Information and Broadcasting
100. Which symbol became synonymous with the "Make in India" campaign?
- (A) Ashoka Chakra
  - (B) Tiger made of Cogs
  - (C) Taj Mahal with Cogs
  - (D) Lion made of Cogs



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