

MIZORAM PUBLIC SERVICE COMMISSION
COMPETITIVE EXAMINATIONS FOR RECRUITMENT TO THE POST OF
TOURIST OFFICER UNDER TOURISM DEPARTMENT,
GOVERNMENT OF MIZORAM, DECEMBER- 2020.

TECHNICAL PAPER-II

Time Allowed : 2 hours

FM : 200

All questions carry equal marks of 2 each.

Attempt all questions.

1. _____ destinations include regions, states, cities, and towns.
(a) Micro (b) Macro
(c) Horizontal (d) Vertical
2. Who is known as the father of Travel Agency business
(a) Jeena & Co. (b) Lee and Muirhead
(c) Thomas Cook (d) Cox and Kings
3. In a typical two-level distribution channel for tourism-related services, the intermediary will be a
(a) Tour operator. (b) Tour wholesaler.
(c) Travel agent. (d) Visitors center staff member.
4. Itinerary is also known as
(a) Tour plan (b) Tour product
(c) Travel facilities (d) Tour services
5. Tour operators typically work on a
(a) Line item basis. (b) Markup basis.
(c) Commission basis. (d) Override basis.
6. Selling tourism services through multiple channels is called
(a) Yield Management. (b) Pyramid Marketing.
(c) Market Penetration. (d) Dual Distribution.
7. Sales people who do not actively solicit business are called
(a) Prospectors. (b) Missionary.
(c) Closers. (d) Unproductive.
8. Making the sale involves all of the following steps except
(a) Qualifying the client. (b) Approach the client.
(c) Confrontation. (d) Demonstration.
9. What is the 'multiple effect'?
(a) Tourist expenditure at the destination increases the income of the destination by an amount greater than that which was originally spent
(b) Income of the destination stays the same
(c) Tourist expenditure at the destination decreases the income of the destination by an amount greater than that which was originally spent
(d) The income of the destination decreases.

10. An independent tour:
- (a) Is operated by a small tour operator, which allows a great deal of independence for the purchaser yet still provides a structured tour format.
 - (b) Is created by the purchaser using internet websites.
 - (c) Has no host or escort.
 - (d) Allows the purchaser to create their own tour using components offered by tour operators.
11. Which of the following is NOT an example of an online travel agency?
- (a) Expedia
 - (b) Thomas Cook
 - (c) Air Miles
 - (d) Travelocity
12. There are four stages in the tour creation cycle. The stage in which both marketing specialists and travel agencies are most active is:
- (a) Promotion.
 - (b) Costing.
 - (c) Negotiation.
 - (d) Concept.
13. A host tour is:
- (a) A tour in which the group has an itinerary and travels without any company representative.
 - (b) An all-inclusive tour that has a specific combination of features.
 - (c) A tour in which the group has a tour director travelling with the group.
 - (d) A tour in which the group travels from destination to destination as a group, without a company representative. At each destination, a tour director from that city greets them and stays with them throughout their stay.
14. The four main stages of tour development are:
- (a) Consolidator, consortium, commission, and costing.
 - (b) Promotion, negotiation, tour idea, and costing.
 - (c) Promotion, product, place, and price.
 - (d) Inbound, outbound, domestic, and costing.
15. Before a travel agency can begin full operations, it must obtain an appointment. The two major conference appointments required are:
- (a) franchises and consortiums.
 - (b) ATAC and IATA.
 - (c) government and parliamentary approval.
 - (d) WTO and CTC.
16. What does DMC stand for?
- (a) Demand Management Company
 - (b) Destination Management Company
 - (c) Destination Marketing Company
 - (d) Demand Marketing Company
17. A medical visa is issued by the government of India to every medical tourist. This visa can be extended for over one year. A patient who gets this extension, he or she can visit India on medical tour in India, _____ times in a year.
- (a) Two
 - (b) Three
 - (c) Four
 - (d) Five
18. For the purpose of Customs clearance of arriving passengers, Red Channel is meant for passengers
- (a) having dutiable goods
 - (b) not having any dutiable goods
 - (c) having any dutiable goods above 6 Lakhs INR
 - (d) having any dutiable goods above 3 Lakhs INR
19. IATO has _____ categories of membership
- (a) 5
 - (b) 9
 - (c) 2
 - (d) 4

20. When visitors are financial supporters of a destination it is known as
- (a) Visitor Payback
 - (b) Visitor Pay check
 - (c) Visitor Throwback
 - (d) Visitor Repeat
21. The product market portfolio approach lends itself well to tourism and the most well-known is the, what Growth Share Matrix?
- (a) Boston Consolation Group
 - (b) British Consulting Group
 - (c) Boston Consulting Group
 - (d) Boston Consultation Group
22. What does FMCG stand for?
- (a) 'Fast Moving Consultation Groups'
 - (b) 'Fast Moving Consumer Groups'
 - (c) 'Fast Moving Consumer Goods'
 - (d) 'Free Moving Consumer Goods'
23. There are a number of common segmentation approaches used in tourism, what is defined as the buyer behaviour approach?
- (a) Combines demographic data with social variables such as family size
 - (b) Standard census based data to segment the market by gender or age
 - (c) Particular purchasing groups, such as business or leisure tourists are grouped together
 - (d) Qualitative market research and multivariate analysis is used to segment the market by psychological profiles
24. What is the augmented product?
- (a) The essence of the offering. E.g. The core idea of a holiday on a tropical island
 - (b) Where the supplier of the product takes away features
 - (c) The offering itself. E.g. The actual elements of a holiday
 - (d) Where the supplier of the product adds extra features to be competitive
25. What is defined as Discrimination pricing?
- (a) The price is set according to what the market is prepared to pay
 - (b) Where the price is determined by the cost of providing the product
 - (c) Where prices differ according to different market sectors
 - (d) Low price is set in the early stages of the life cycle in order to build market share
26. When tourist expenditures are recycled through the local economy it is called
- (a) The Third Effect
 - (b) The Sixth Sense
 - (c) The Multiplier Effect
 - (d) The Black Hole Theory
27. _____ is nothing but dividing the total consumer market into groups to be able to communicate with them and provide their specific needs.
- (a) Market Division
 - (b) Market Partition
 - (c) Market Positioning
 - (d) Market Segmentation
28. _____ is the strategy selling few products at prices lower than the actual prices. It helps to settle the loss by attracting customers to buy more number of products.
- (a) Discount Pricing
 - (b) Variable Pricing
 - (c) Loss Leader Pricing
 - (d) Promotional Pricing
29. _____ is intended to inform the customers about the products, create an image about the product, and position the products in the market.
- (a) Promotion
 - (b) Information
 - (c) Tourism
 - (d) Dissemination
30. Tourism Oriented Products (TOP) includes the following EXCEPT
- (a) Retail Travel Agents
 - (b) Cinema Theatres such as PVR
 - (c) Souvenirs Outlets
 - (d) Boutique Stores

31. Which of the following is not a typical distribution function performed by an intermediary?
- (a) Preparing tickets.
 - (b) Providing information.
 - (c) Warehousing services.
 - (d) Making reservations.
32. Intangible Products of Tourism includes
- (a) Bookings
 - (b) Souvenir
 - (c) Fooding
 - (d) All of these
33. _____ includes performing the service with smile, enthusiasm, untiringly, and with dedication.
- (a) Service
 - (b) Operation
 - (c) Hospitality
 - (d) Intangibility
34. The offering made to the tourist some acceptable range of options in order to elevate their experience is known as
- (a) Freedom of Choice
 - (b) Supplementary
 - (c) Compliment
 - (d) Optionalization
35. _____ is not only the physical participation, but also a sense of engagement in an activity- may it be for pleasure or business.
- (a) Co-creation
 - (b) Segmentation
 - (c) Involvement
 - (d) Positioning
36. The phases that a new product goes through from inception to decline are in the order
- (a) Introduction, marketing, maturity, saturation and decline
 - (b) Introduction, growth, maturity, saturation, and decline
 - (c) Introduction, segmentation, maturity, saturation and decline
 - (d) Introduction, marketing, maturity, saturation and revive
37. Skimming is appropriate when the product or service has the following characteristics:
- (a) Price inelasticity
 - (b) Distinct market segments based on price
 - (c) Both (a) & (b)
 - (d) Neither (a) nor (b)
38. Any nonpersonal presentation of goods, ideas, or services by an identified sponsor is known as
- (a) Sales
 - (b) Advertising
 - (c) Marketing
 - (d) Presentation
39. All of the following statements are true, except:
- (a) The Internet allows customers to access services without the complications of interpersonal exchanges.
 - (b) The Internet is a good way to get rid of excess capacity.
 - (c) One of the disadvantages of the Internet as a sales channel is the customer does the work.
 - (d) The Internet allows companies to have a global reach.
40. An example of Consumer - Generated Media is
- (a) Websites
 - (b) Brochure
 - (c) Social Media
 - (d) Flyer
41. Which of the following can be used for statistically forecasting tourism demand?
- (a) Lamdba Analysis
 - (b) Multiple Regression
 - (c) Delphi Method
 - (d) Multi-collinearity Analysis

42. Marketing and promotion, pricing intervention to control competition and regulate the tourism market and controlling access through say visas and immigration policy are policy instruments available in managing what?
- (a) Marketing (b) Adventure Tourism
(c) Tourism Supply (d) Tourism Flows
43. Websites that review travel products, such as www.tripadvisor.com are known as what?
- (a) Demand-generated content sites (b) User-created content sites
(c) User-generated content sites (d) Supply-generated content sites
44. Which of the following are lifestyle determinants of demand for tourism?
- (a) Domestic Age (b) Income and employment
(c) Family life cycle (d) All of the above
45. The first step in the tourism planning process should be:
- (a) Develop action plans for each element
(b) Formulate the goals and objectives
(c) Implement the plan
(d) Analyze the existing situation and determine what needs to be done to meet the set goals and objectives
46. This is NOT a potentially negative social and cultural impact of tourism.
- (a) Encouragement of urbanization and emigration (b) Increase in health risk
(c) Keeping local culture and traditions alive (d) Loss of cultural authenticity
47. The private sector's role in tourism development is normally all of the following except:
- (a) Generating ideas (b) Providing specialized technical skills
(c) Providing financing (d) Providing fiscal incentives
48. The core indicators of tourism development include the followings except:
- (a) Contribution to the local economy (b) Resident satisfaction
(c) Consumer satisfaction (d) Marketability of destination
49. Sustainable development requires the followings except:
- (a) Maintaining ecological integrity and diversity
(b) Meeting basic human needs
(c) Moving residents away from tourism development zones
(d) Reducing injustice and increasing self-determination.
50. Why is market research needed as part of a tourism plan?
- (a) To determine whether there is enough demand for visiting your area
(b) To determine how much money is available for tourists to spend
(c) To determine whether the local residents can provide enough services
(d) To determine whether there are enough hotels to house all the tourists
51. Which of the following is a problem associated with poor tourism development?
- (a) Overdevelopment (b) Poverty
(c) Income Inequality (d) Cultural Disruption
52. Regarding tourism as an economic quick fix can lead to
- (a) Overtouristed destinations (b) Cultural conflict
(c) Neither (a) nor (b) (d) Both (a) & (b)

53. _____ focuses on community involvement
- (a) Community-based Tourism (b) Local Tourism
(c) Social Analysis (d) Social Sustenance
54. The Core Indicators of Sustainable Tourism developed by UNWTO includes the following EXCEPT
- (a) Site Protection (b) Local Satisfaction
(c) Government Satisfaction (d) Social Impact
55. The Department of Tourism, Government of Mizoram was bifurcated from the Department of Information and Public Relations only in
- (a) 1980 (b) 1987
(c) 1991 (d) 1998
56. All the policy matters and significant decisions for Department of Tourism, Government of Mizoram are usually taken at Ministry/Cabinet level
- (a) Cabinet Level (b) Director Level
(c) Secretary Level (d) Superintendent Level
57. Under the Mizoram Tourist Trade Act 2020, the penalty for defaulting in registration is punishable with
- (a) Imprisonment upto 6 months
(b) Imprisonment upto 3 months and fine upto Rs. 20,000/-
(c) Imprisonment upto 6 months and fine upto Rs. 50,000/-
(d) Fine upto Rs. 50,000/-
58. The Member Secretary of the Mizoram Tourism Development Board (MTDB) is
- (a) Chief Secretary, Government of Mizoram
(b) Minister of Tourism, Govt. of Mizoram
(c) Secretary, Department of Tourism, Government of Mizoram
(d) Director, Department of Tourism, Government of Mizoram
59. 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
60. The majority of international tourism is generated by countries of which of economic development
- (a) Take off (b) Drive to maturity
(c) High Mass Consumption (d) Traditional society
61. In 1982, the Indian Government approved the National Tourism Policy which gave a six point plan for Tourism development of
- (a) Swadesh, Samachar, Suraksha, Sabhudhana, Sanjyog and Samrachana
(b) Swagat, Suchana, Suvidha, Suraksha, Sahyog and Samrachana
(c) Avadesh, Swadesh, Swagat, Sameeksha, Sabhudhana and Samrachana
(d) Swagat, Suchana, Avadesh, Swadesh, Samacharu and Udyog
62. Tourism as an economic term in India was emerged only after the
- (a) Second Five year Plan (b) Third Five Year Plan
(c) Fourth Five Year Plan (d) Fifth Five Year Plan
63. India Tourism Development Corporation (ITDC) was setup in
- (a) October 1946 (b) October 1966
(c) October 1986 (d) October 2006

64. The first straight forward effort to promote tourism in India was made in 1945 and was known as the
- (a) Sir John Sergeant Committee (b) LK Jha Committee
(c) Yunus Committee (d) National Tourism Policy
65. The _____ was formed to investigate the reasons for decline in tourist arrivals in 1962.
- (a) Sir John Sergeant Committee (b) LK Jha Committee
(c) Yunus Committee (d) National Tourism Policy
66. Areas surrounding the monuments should be protected by creating 'National Parks' around them according to the recommendations of
- (a) National Tourism Policy (b) UNESCO
(c) Report on Cultural Tourism (d) Five year Plans
67. The National Policy on Tourism 1982 was formed during the
- (a) Fourth Five Year Plan (b) Fifth Five Year Plan
(c) Sixth Five Year Plan (d) Seventh Five Year Plan
68. In 2002, Government of India launched an international marketing campaign to promote tourism in India to global audience. This campaign was christened
- (a) Incredible India (b) Come to India
(c) Advantage India (d) Experience India
69. In 2009, the Ministry of Tourism launched a campaign aimed at creating awareness about the effects of tourism and sensitizing the local population about preservation of India's heritage, culture, cleanliness and hospitality called
- (a) Advantage India (b) Todo Nahi Jodo
(c) Khelo India (d) Atithi Devo Bhava
70. Special Tourism Areas (STA) which was aimed at providing full-fledged infrastructural facilities, tourism development programmes for backward areas and the call for the states to formulate Master Plans for tourism with coordinated approach with all related sectors was launched in the
- (a) Eight Five Year Plan (b) Ninth Five Year Plan
(c) Tenth Five Year Plan (d) Seventh Five Year Plan
71. A premier tourism financing institution was set-up in 1988 upon the recommendations of the National Committee of Tourism under the aegis of Planning Commission and was known as
- (a) Tourism Finance Institution of India Ltd (b) Tourism Finance Corporation of India Ltd
(c) Tourism Finance Agency of India Ltd (d) Tourism Finance Company of India Ltd
72. The current CEO & Managing Director of TFCI is
- (a) Anirban Chakraborty (b) S C Sekhar
(c) Shyam Maheshwari (d) Koppara Sajeeve Thomas
73. PIDDC launched during the Eleventh Five Year Plan stood for
- (a) Project Infrastructure Development for Destination and Culture
(b) Product Infrastructure Development for Destination and Circuits
(c) Project Infrastructure Development for Demographics and Culture
(d) Product Infrastructure Development for Demonstration and Centre
74. The following Campaign was launched between April to December 2009 to boost the inflow of visitors and tourists after the terror attacks in Mumbai in 2008 as well as global economic crises
- (a) Visit India (b) Khelo India
(c) Chalo India (d) Swaach Bharat

75. The following campaign was launched in September 2020 by Indian Hotels Company (IHCL) to drive awareness about the importance of domestic tourism and its impact on livelihoods
- (a) Local Vocal (b) Travel for India
(c) Tour to India (d) India Calling
76. Globally, India is also the _____ largest in terms of investment in travel & tourism in 2018.
- (a) 1st (b) 3rd
(c) 5th (d) 10th
77. Based on the Travel & Tourism Competitiveness Report 2019 published by the World Economic Forum, the highest index score in the Asia-Pacific Region goes to
- (a) India (b) Thailand
(c) Japan (d) Singapore
78. The following scheme was launched by the Ministry of Tourism in the year 2014-15 for integrated development of identified pilgrimage and heritage destinations
- (a) PRASHAD Scheme (b) SANJYOG Scheme
(c) SANKSKRITI Scheme (d) PRATNAYOG Scheme
79. The following mobile app was launched in 2016 by the Ministry of Tourism, GoI to keep tourist places clean.
- (a) Swachh Bharat (b) Swachh Abhiyan
(c) Swachh Gramin (d) Swachh Parayatan
80. India's first 'Adventure Tourism Guidelines' launched covering 29 land, air and water-based activities was launched in
- (a) 1997 (b) 2001
(c) 2018 (d) 2007
81. The Global Code Of Ethics For Tourism (GCET) was drawn up by the
- (a) World Tourism Organization (b) World Trade Organization
(c) World Travel Organization (d) World Travel and Tourism Council
82. UNESCO is
- (a) United Nations Environment, Scientific, and Cultural Organization
(b) United Nations Educational, Scientific, and Cultural Organization
(c) United Nations Educational, Social, and Cultural Organization
(d) United Nations Educational, Scientific, and Civic Organization
83. A manual published by IATA every year is
- (a) TIM (b) World Air Transport Statistics
(c) OAG (d) None of these
84. This organization represents governmental interests on a worldwide basis.
- (a) International Civil Aviation Organization
(b) World Travel & Tourism Council
(c) International Air Transport Association
(d) The United Nations World Tourism Organization
85. The expansion of PATA is
- (a) Pakistan and Asia Travel Association (b) Power Association for Travel Arrangement
(c) Pacific Asia Travel Association (d) None of these

- 86.** WTTC was established in the year
(a) 1990 (b) 1986
(c) 1976 (d) None of these
- 87.** The head office of IATA is at
(a) Geneva (b) Montreal
(c) Madrid (d) None of these
- 88.** FHRAI is associated related to
(a) Hotels and Restaurants (b) Tourism and Destinations
(c) Air Transport (d) None of these
- 89.** FHRAI was founded in the year
(a) 1952 (b) 1972
(c) 1968 (d) 1955
- 90.** IATO has _____ specialized action committees.
(a) 13 (b) 12
(c) 10 (d) 20
- 91.** The headquarters of the UFTAA are located in
(a) Berlin (b) Frankfurt
(c) Brussels (d) Cairo
- 92.** International organization which is responsible for environmental sustainability and promotes tourism as a driver of economic growth is
(a) United Nations Industrial Commission (b) United Nations Environment Programme
(c) World Tourism Organization (d) OPEC
- 93.** Secretary-General of General Assembly of World Tourism Organization is elected every
(a) Four Years (b) Five Years
(c) Six Years (d) Three Years
- 94.** The World Tourism Organization is a specialized agency of
(a) International Bank for Reconstruction and Development
(b) International Civil Aviation Organization
(c) United Nations
(d) Economic Cooperation Organization
- 95.** Ministry of Tourism, GoI has launched a web application to facilitate hoteliers for classification and approval of their hotels. The official online portal for the same is
(a) <https://www.nidhi.nic.in> (b) <https://www.nchm.nic.in>
(c) <https://www.thims.nic.in> (d) <https://www.hracs.nic.in>
- 96.** According to the Ministry of Tourism, GoI, The definition of Legacy Vintage Hotel covers a hotel constructed / built with materials from heritage properties / buildings prior to the year
(a) 1947 (b) 1950
(c) 1957 (d) 1951
- 97.** In which year was PATA India Chapter established
(a) 1976 (b) 1981
(c) 1974 (d) 1954

98. HACCP Certification in hotels stands for

- (a) Health Analysis and Credibility Control Point
- (b) Health Analysis and Critical Control Parameter
- (c) Hazard Analysis and Credibility Control Parameter
- (d) Hazard Analysis and Critical Control Point

99. The Vision Statement of the Department of Tourism, Government of Mizoram is

- (a) To develop Mizoram into an ecological hotspot as tourism destinations and promote traditional arts and culture of the state
- (b) To develop Tourism in a sustainable and integrated manner so as to make Mizoram a major national and international tourism destination, catalyzing growth and economic development.
- (c) To promote tourism as an opportunity for livelihood and employment of the people of Mizoram and making the state a major national and international tourism destination.
- (d) To project Mizoram, as the most preferred Tourist Destination within the country and abroad.

100. The Travel Agents Association Of India (TAAI) was formed in the year _____.

- (a) 1945
- (b) 1954
- (c) 1962
- (d) 1951

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