

**Ph.D. IN TOURISM AND HOSPITALITY SERVICES
MANAGEMENT**

00355

PHDTS/Ent. : ENTRANCE TEST

December, 2016

Time : 3 hours

Maximum Marks : 100

Note : Answer the questions from each section as per instructions.

SECTION A

All questions are compulsory. All questions carry equal marks.

2×20=40

1. The research approach which entails using more than one method or source of data in the study of social phenomena, is known as
 - (a) Triangulation
 - (b) Reflexivity
 - (c) Response Validation
 - (d) None of the above

2. The main goal of which of the following statistical tests is to reduce the number of variables which the researcher needs to deal with ?
 - (a) Factor Analysis
 - (b) Standard Deviation
 - (c) F-Test
 - (d) Chi-square Test

- 3. Data collected using observations, interviews and questionnaires is known as**
- (a) Primary Data
 - (b) Literature Review
 - (c) E-Resources
 - (d) Secondary Data
- 4. Snowball Sampling is also known as**
- (a) Survey
 - (b) Judgemental Sampling
 - (c) Chain Referral
 - (d) Generic Sampling
- 5. Focus Group is orchestrated by**
- (a) A facilitator
 - (b) Strong personalities
 - (c) The locals
 - (d) An eminent personality
- 6. The mid-point in a distribution of values is known as**
- (a) Mean
 - (b) Median
 - (c) Mode
 - (d) Standard Deviation
- 7. Which of the following is/are the method(s) of survey ?**
- (a) Mail
 - (b) Telephone
 - (c) Household
 - (d) All of the above

8. The analysis of two variables at a time in order to uncover whether or not the two variables are related, is known as
- (a) Chi-square Test
 - (b) Bivariate Analysis
 - (c) Multivariate Analysis
 - (d) Correlation
9. A Questionnaire can have
- (a) Open ended questions
 - (b) Closed questions
 - (c) Both the above
 - (d) None of the above
10. Once you locate a source during literature review, you should write down all details of the reference, *except*
- (a) Full names of the author
 - (b) Titles
 - (c) Volumes
 - (d) Price
11. Leiper's Tourism System is made up of _____ component(s).
- (a) Three
 - (b) Two
 - (c) One
 - (d) None of the above
12. Fly-Cruise refers to a combination of
- (a) Air and sea trip
 - (b) Air and land trip
 - (c) Land and sea trip
 - (d) None of the above

- 13. Which of the following airports is *not* in London ?**
- (a) Heathrow
 - (b) Stansted
 - (c) Gatwick
 - (d) Southampton
- 14. The routes travelled between tourist generating areas and tourist destinations are known as**
- (a) Tourist routes
 - (b) Transit routes
 - (c) Travel routes
 - (d) Geography routes
- 15. The Global Code of Ethics for tourism was drawn by**
- (a) World Trade Organisation
 - (b) World Travel Organisation
 - (c) World Tourism Organisation
 - (d) World Travel and Tourism Council
- 16. A form of business ownership in which the owners own shares of stock is known as**
- (a) Corporation
 - (b) Consolidation
 - (c) Partnership
 - (d) Proprietorship
- 17. What is/are the important purpose(s) of advertising ?**
- (a) To create goodwill
 - (b) To improve business image
 - (c) To stimulate sales
 - (d) All of the above

18. _____ is responsible for balancing the guest accounts every day.

- (a) Front-desk Clerk
- (b) General Manager
- (c) Night Auditor
- (d) Accountant

19. Las Vegas is famous for

- (a) Heritage Hotels
- (b) Casino Hotels
- (c) Resorts
- (d) None of the above

20. Capsule Hotel can be seen in

- (a) Japan
- (b) Vietnam
- (c) China
- (d) Fiji Islands

SECTION B

PART I

*Attempt any **three** questions. All questions carry equal marks.*

3×10=30

- 21.** What are the differences between quantitative and qualitative research approaches ?
- 22.** Briefly discuss the measures of Central Tendency with examples.
- 23.** What is sampling ? Briefly discuss the types of sampling with examples.
- 24.** Write a brief note on the techniques of data collection.

PART II

*Attempt any **three** questions. All questions carry equal marks.*

3×10=30

- 25.** Discuss the concept of carrying capacity in tourism with suitable examples.
 - 26.** Differentiate between tourism resource and tourism product. Discuss the important cultural tourism resources in India.
 - 27.** Enumerate the types of Special Interest Tourism (SIT) options available for the tourists in India. Give an example where one can offer other new forms of SIT.
 - 28.** Discuss the classification and gradation of hotels in India.
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