

PROVISIONAL ANSWER KEY

Question 11/2024/OL

Paper Code:

Category 114/2022

Code:

Exam: Tourist Information Officer (SR for SC/ST)

Date of Test 27-01-2024

Department Tourism

Question1:-Etymologically, the word tour is derived from the Latin word _____

A:-'Tornare'

B:-'tornos'

C:-'torner'

D:-'torsin'

Correct Answer:- Option-A

Question2:-This consists of two lists of tourism system and their significances

List I
(Contributor)

List II
(Model)

(i) Leiper

(1) Consumer Behaviour Model

(ii) Gunn

(2) Travel-Buying Behaviour

(iii) Mill and Morrison

(3) Geographical components of tourism

(iv) Murphy

(4) External environment model

A:-(i)-(1) (ii)-(3) (iii)-(2) (iv)-(4)

B:-(i)-(3) (ii)-(4) (iii)-(1) (iv)-(2)

C:-(i)-(2) (ii)-(1) (iii)-(3) (iv)-(4)

D:-(i)-(4) (ii)-(2) (iii)-(3) (iv)-(1)

Correct Answer:- Option-B

Question3:-Which type of tourists are confident, enthusiastic, international oriented travellers?

A:-Psycho-centric

B:-Mid-centric

C:-Allo-centric

D:-Drifters

Correct Answer:- Option-C

Question4:-Choose the correct option :

A:-All travellers are tourists

B:-All travellers are not tourists

C:-All tourists are not travellers

D:-All visitors are not travellers

Correct Answer:- Option-B

Question5:-Which of the following railway company operated first passenger train in India from Bori Bunder to Thane?

A:-The East Indian Railway

B:-Great India Peninsula Railway

C:-The Bombay-Baroda and Central India Railway

D:-The Western Indian Railway

Correct Answer:- Option-B

Question6:-Butler's (1980) Tourist Area Life Cycle (TALC) model is based on

A:-The Product Life Cycle model

B:-The Package Tour Life Cycle model

C:-The Psychology Life Cycle model

D:-The Post-War Life Cycle model

Correct Answer:- Option-A

Question7:-Which one of the following is correctly matched?

(i) Annoyance

(1) Visitors taken for granted

(ii) Apathy

(2) Visitors and investors welcome

(iii) Euphoria

(3) Irritations openly expressed

(iv) Antagonism

(4) Resident misgivings about tourism

A:-(i)-(4) (ii)-(3) (iii)-(2) (iv)-(1)

B:-(i)-(3) (ii)-(2) (iii)-(1) (iv)-(4)

C:-(i)-(1) (ii)-(2) (iii)-(3) (iv)-(4)

D:-(i)-(4) (ii)-(1) (iii)-(2) (iv)-(3)

Correct Answer:- Option-D

Question8:-The unique qualities of condominium hotels are _____.

(i) Condominium hotels are similar to timeshare hotels

(ii) The difference between the two lies in the type of ownership

(iii) Units in condominium hotels have multiple owners

(iv) Guests of condominium hotels usually rent a unit for at least one week

A:-(i), (iii) and (iv) are correct

B:-(i), (ii) and (iv) are correct

C:-(ii), (iii) and (iv) are correct

D:-(ii) and (iii) are correct

Correct Answer:- Option-B

Question9:-The first museum suite palace hotel of the world is

A:-Ajit Bhawan Palace, Jodpur

B:-The Raj Palace, Jaipur

C:-The Oberoi Udaivilas, Udaipur

D:-Rambagh Palace, Jaipur

Correct Answer:- Option-B

Question10:-Which mountain railway was the first hill passenger railway opened in 1881?

- A:-Nilgiri Mountain Railway
- B:-Kalka Shimla Railway
- C:-Darjeeling Himalayan Railway
- D:-Matheran Light Railway

Correct Answer:- Option-C

Question11:-Which is the major campaign for promoting domestic tourism?

- A:-Incredible India
- B:-Dekho Apna Desh
- C:-Aththi Devo Bhava
- D:-Namaste India

Correct Answer:- Option-B

Question12:-The specific benefits of TSA are

- (i) Measures contribution of tourism to gross national product
- (ii) Measures jobs created, investment opportunities
- (iii) It has been developed by UNDP
- (iv) To Make policy and management decisions for sustainable management of ecosystems

- A:-(i), (iii) and (iv) are correct
- B:-(i), (ii) and (iv) are correct
- C:-(ii), (iii) and (iv) are correct
- D:-(i) and (ii) are correct

Correct Answer:- Option-D

Question13:-_____ occur when tourism activity normally focuses on changes in sales, income and employment in a region resulting from tourism activity.

- A:-Multiplier effects
- B:-Direct effects
- C:-Cascading effects
- D:-Ripple effects

Correct Answer:- Option-D

Question14:-The terms 'Disneyfication', 'Airport Art' and McDonaldization describe

- A:-Authenticity
- B:-Staged authenticity
- C:-Traditional Art
- D:-Traditional Activities

Correct Answer:- Option-B

Question15:-Which one of the following is correctly matched?

- (i) Culture diffusion (1) Refers to the behaviour of individuals caused by the observation of the actions of others and their consequences
(ii) Cultural borrowing (2) Refers to a temporary and random cultural change
(iii) Cultural Drift (3) It occurs when two cultures come in contact and borrow each other's traditions, customs or values
(iv) Demonstration effect (4) Refers to the spread of cultural elements such as ideas, styles, food, religions, technologies etc.

A:-(i)-(2) (ii)-(3) (iii)-(1) (iv)-(4)

B:-(i)-(1) (ii)-(2) (iii)-(3) (iv)-(4)

C:-(i)-(4) (ii)-(1) (iii)-(2) (iv)-(3)

D:-(i)-(4) (ii)-(3) (iii)-(2) (iv)-(1)

Correct Answer:- Option-D

Question16:-The formation of ITDC came into existence in 1966 with the merger of three organisations. Find the correct organisations from the following :

A:-Hotel corporation of India, India Tourism Transport Undertaking, India Tourism Promotion Bureau

B:-India Tourism Traffic Bureau, India Transport Corporation, Hotel Corporation of India

C:-India Tourist Corporation, India Tourism Transport Undertaking, Hotel Corporation of India

D:-India Tourist Traffic Promotion Bureau, Hotel Development Corporation, Transport Undertaking of India

Correct Answer:- Option-C

Question17:-How many travel agents joined and formed TAAI?

A:-10

B:-11

C:-12

D:-13

Correct Answer:- Option-C

Question18:-World's largest association of travel professional is

A:-TAAI

B:-IATO

C:-IATI

D:-ASTA

Correct Answer:- Option-D

Question19:-Expand MICE :

A:-Meetings Incentives Conferences Exhibitions

B:-Meetings Incentives Customer Expositions

C:-Meetings Incentives Conferences Expenditure

D:-Money Incentives Conferences Expositions

Correct Answer:- Option-A

Question20:-Which industry created the first Global Distribution System?

A:-Hotel Industry

B:-Airline Industry

C:-Travel Agency and tour operation industry

D:-Car rental industry

Correct Answer:- Option-B

Question21:-Which continent of the world does not have desert?

A:-Australia

B:-Europe

C:-Asia

D:-North America

Correct Answer:- Option-B

Question22:-What is the currency of Thailand?

A:-Baht

B:-Tala

C:-Manat

D:-Pula

Correct Answer:- Option-A

Question23:-Khasi and Garo are the languages of the state of

A:-Manipur

B:-Meghalaya

C:-Assam

D:-Tirupura

Correct Answer:- Option-B

Question24:-Global Positioning System (GPS) is associated with

(i) Determining latitude and longitude

(ii) Constellation of satellites

(iii) US system of GPS and Russian system of GLONASS

(iv) Navigation

A:-(i), (ii) and (iv)

B:-(i) and (iv)

C:-(ii) and (iii)

D:-(i), (ii), (iii) and (iv)

Correct Answer:- Option-D

Question25:-The time difference between each side of the international date line is _____.

A:-12 Hours

B:-24 Hours

C:-36 Hours

D:-48 Hours

Correct Answer:- Option-B

Question26:-Which of the following is not correctly matched?

A:-GMT - Greenwich Mean Time

B:-Equator - Imaginary horizontal line that divides the earth into two halves

C:-Prime Meridian - Imaginary vertical line that connects the two poles

D:-Latitude - The angular distance from the centre of the earth, either east or west of the Prime Meridian

Correct Answer:- Option-D

Question27:-Where is Yellowstone National Park situated?

A:-South Africa

B:-Australia

C:-United Kingdom

D:-United States of America

Correct Answer:- Option-D

Question28:-Which one of the following is incorrectly matched?

A:-Egypt - Where it all begins

B:-Nigeria - Heartbeat of Africa

C:-Vietnam - 100% pure

D:-Germany - Simply inspiring

Correct Answer:- Option-C

Question29:-With which organisation, Ministry of Tourism launched the National Strategy for Sustainable Tourism and responsible traveller campaign?

A:-UNDP

B:-UNEP and RTSOI

C:-UNESCO

D:-UNWTO

Correct Answer:- Option-B

Question30:-Match items in List-I with items in List-II and select the correct answer using the code given below :

List-I

(Dish)

List-II

(Regional Cuisine)

(i) Macher Paturi

(1) Lucknow

- (ii) Galawati Kebab (2) Kerala
(iii) Taftan (3) Bengal
(iv) Ada Pradhanan (4) Kashmir

- A:-(i)-(1) (ii)-(3) (iii)-(4) (iv)-(2)
B:-(i)-(1) (ii)-(3) (iii)-(2) (iv)-(4)
C:-(i)-(3) (ii)-(1) (iii)-(2) (iv)-(4)
D:-(i)-(3) (ii)-(1) (iii)-(4) (iv)-(2)

Correct Answer:- Option-D

Question31:-Longest suspension bridge 'Golden Gate Bridge' is located in North America continent at

- A:-San Francisco
B:-Panama
C:-Cuba
D:-Venice

Correct Answer:- Option-A

Question32:-Which one of the countries has the most time zones in the world?

- A:-Russia
B:-Australia
C:-Canada
D:-Spain

Correct Answer:- Option-A

Question33:-A flight departs in New York at 6.00 PM (local time). It arrives in Munich at 7.30 AM the next morning (local time). Calculate the elapsed flying time.

- A:-7 hours and 30 minutes
B:-6 hours and 30 minutes
C:-5 hours and 30 minutes
D:-4 hours and 30 minutes

Correct Answer:- Option-A

Question34:-In which state of India, the rain caused by a lightning storm is called 'Cherry Blossom'?

- A:-Assam
B:-West Bengal
C:-Karnataka
D:-Madhya Pradesh

Correct Answer:- Option-C

Question35:-Which one of the following is not an effect of climate change causing changes to the tourism industry?

- A:-Coral Bleaching

B:-Coastal flooding and erosion

C:-Snow-caps melting and sea level rising

D:-Increase in income/job

Correct Answer:- Option-D

Question36:-Which of the following is not true of cultural differences?

A:-The greater the difference between the sender's culture and the receiver's culture, the greater the chance for misunderstanding

B:-Effective intercultural communication depends on recognizing the ways in which people differ

C:-Use the "golden rule" when communicating across cultures; that is, treat others the way you would like to be treated

D:-Ignorance of cultural differences can cause people to act improperly when abroad

Correct Answer:- Option-C

Question37:-What refers to the wide range of cultural differences found between and within nations?

A:-Cultural Joy

B:-Cultural diversity

C:-Cultural shock

D:-Cultural familiarity

Correct Answer:- Option-B

Question38:-The practice of judging all other cultures by one's own culture is known as

A:-Xenocentrism

B:-Logocentrism

C:-Ethnocentrism

D:-Egocentrism

Correct Answer:- Option-C

Question39:-Sometimes we read news articles on foreigners who are attacked by local people. This is an example of

A:-Xenocentric

B:-Xenophobia

C:-Xenography

D:-Xenophonia

Correct Answer:- Option-B

Question40:-The term "Incentive Tourism" denotes

A:-A travel rewarded with commissions

B:-Travel that has been paid for by a firm as a reward to employees

C:-Travel stimulated by inducements

D:-Travel using vouchers to cover spending enroute

Correct Answer:- Option-B

Question41:-Match the following monuments with the countries given :

- (i) The Gateway Arch (1) France
(ii) Newgrange (2) Ireland
(iii) Élysée Palace (3) USA
(iv) Abu Simbel (4) Egypt

A:-(i)-(4) (ii)-(3) (iii)-(2) (iv)-(1)

B:-(i)-(3) (ii)-(2) (iii)-(1) (iv)-(4)

C:-(i)-(1) (ii)-(2) (iii)-(3) (iv)-(4)

D:-(i)-(4) (ii)-(1) (iii)-(2) (iv)-(3)

Correct Answer:- Option-B

Question42:-Which of the following dance form combination is incorrect?

A:-Ballet - Russia

B:-Flamenco - France

C:-Kabuki - Japan

D:-Salsa - Cuba

Correct Answer:- Option-B

Question43:-Earth's deepest point in water is Mariana trench. It is located in which of the following oceans?

A:-Atlantic ocean

B:-Arctic ocean

C:-Indian ocean

D:-Pacific ocean

Correct Answer:- Option-D

Question44:-Taptapani, a hot spring of Odisha is situated in the district of

A:-Angul

B:-Kalahandi

C:-Ganjam

D:-Koraput

Correct Answer:- Option-C

Question45:-Arrange the following in order of their recognition as world heritage sites

- (i) Khangchendzonga National Park
(ii) Group of Monuments at Mahabalipuram
(iii) Ellora Caves
(iv) Mountain Railways of India

A:-(iv), (iii), (ii), (i)

B:-(i), (ii), (iii), (iv)

C:-(iii), (iv), (i), (ii)

D:-(iii), (ii), (iv), (i)

Correct Answer:- Option-D

Question46:-What is Golden Quadrilateral?

A:-Railway connecting metro cities

B:-Main Airway

C:-National Highway Project

D:-Golden Trade Route

Correct Answer:- Option-C

Question47:-The Valley of Flowers National Park is in

A:-Uttar Pradesh

B:-Himachal Pradesh

C:-Uttarakhand

D:-Jharkhand

Correct Answer:- Option-C

Question48:-Which of the following is not correctly matched?

A:-Sundarbans Biosphere Reserve - West Bengal

B:-Achanakmar-Amarkantak Biosphere Reserve - Chhattisgarh, Madhya Pradesh

C:-Nilgiri Biosphere Reserve - Kerala and Karnataka

D:-Agasthyamalai Biosphere Reserve - Tamil Nadu and Kerala

Correct Answer:- Option-C

Question49:-Which is an intergovernmental scientific programme launched in 1971 by UNESCO, for the improvement of relationships between people and their environments?

A:-Man and Biodiversity

B:-Man and Biosphere

C:-Man and Biotic Community

D:-Man and Bio desert

Correct Answer:- Option-A

Question50:-Which of the following is the cleanest village of Asia?

A:-Mawlynnong, Meghalaya

B:-Kalpa, Himachal Pradesh

C:-Ziro, Arunachal Pradesh

D:-Darchik, Ladakh

Correct Answer:- Option-A

Question51:-What is the award bagged by Kerala's responsible tourism mission?

A:-Global Award

B:-Global Vision Award

C:-World Travel Market Award

D:-UNWTO Ulysses Award

Correct Answer:- Option-A

Question52:-The type of tourism which is a phenomenon that has people who are tired of mundane everyday routines due to lockdowns, rush to travel to nearby destinations for short breaks

A:-Leisure tourism

B:-Dark tourism

C:-Revenge tourism

D:-Bleisure travel

Correct Answer:- Option-C

Question53:-Which of the following is not correctly matched?

A:-Gagron - Rajput Architecture

B:-Mysore Palace - Hoysala architecture

C:-Udaygiri caves - Gupta Architecture

D:-Kailasanatha temple - Rashtrakuta architecture

Correct Answer:- Option-B

Question54:-Who built the Kailasanatha temple at Ellora?

A:-Rajendra I

B:-Mahendra Varman I

C:-Krishna I

D:-Govinda I

Correct Answer:- Option-C

Question55:-The paintings of Ajanta depict stories of the

A:-Ramayana

B:-Mahabharata

C:-Panchatantra

D:-Jataka

Correct Answer:- Option-D

Question56:-Which of the following is the monument at Delhi which is a precursor of Taj Mahal?

A:-The Safdarjung Tomb

B:-Humayun's Tomb

C:-The Moti Masjid at Lal Qila

D:-Sikander Lodhi Tomb

Correct Answer:- Option-B

Question57:-Which city of Kerala is called as the 'Venice of the East'?

A:-Alappuzha

B:-Trivandrum

C:-Cochin

D:-Kozhikode

Correct Answer:- Option-A

Question58:-In 2001 the Maha Kumbh Mela, approximately 70 million Hindu Pilgrims converged on the Ganges and Yamuna rivers in Allahabad and described as the "Greatest Show on Earth". Which types of event it may be categorised?

A:-Regional Event

B:-Mega Event

C:-Major Event

D:-Minor Event

Correct Answer:- Option-B

Question59:-Sangai festival is an annual festival organised by the

A:-Manipur Tourism Department

B:-Mizoram Tourism Department

C:-Tripura Tourism Department

D:-Meghalaya Tourism Department

Correct Answer:- Option-A

Question60:-Which of the following is correct itinerary for Mahaparinirvana Express?

A:-Delhi - Bodhgaya - Sanchi - Varanasi - Kushinagar - Lumbini - Sravasti - Agra - Delhi

B:-Delhi - Bodhgaya - Nalanda/Rajgir - Varanasi/Sarnath - Kushinagar - Lumbini - Sravasti - Agra - Delhi

C:-Delhi - Sanchi - Bodhgaya - Varanasi - Kushinagar - Sravasti - Agra - Delhi

D:-Delhi - Bodhgaya -Nalanda / Rajgir - Varanasi / Sarnath - Ajanta - Sravasti - Agra - Delhi

Correct Answer:- Option-B

Question61:-Consider the statements about Mohiniyattom. Which of the following statements are true?

i. Devotional love with religious touch is the main theme.

ii. Mahakavi Vallathol Narayanan Menon played a very important role in reviving Mohiniyattom.

iii. In Mohiniyattom, the face of the painter is made up of yellow and pink paste.

iv. Classic Karnatic style of vocal music is generally used for Mohiniyattom.

A:-i, ii, iii, iv

B:-i, ii, iv

C:-i,ii,iii

D:-i,iii,iv

Correct Answer:- Option-A

Question62:-Which of the following statements are correct?

- i. Ramanattom is the predecessor of Kathakali.
- ii. With the advent of Ramanattom, visual arts acquired entry into a more popular stage.
- iii. Veera Kerala Varma is considered to be the inventor of Ramanattom.
- iv. Kathakali is depended on miming and physical expressions.

A:-ii, iii, iv

B:-i, ii, iii

C:-ii and iii

D:-i, ii, iii, iv

Correct Answer:- Option-D

Question63:-Which of the following statements are true about Chavittunatakam?

- i. The name originates from the systemic stamping of the performers.
- ii. There are sixteen types of basic Chuvadu with a number of variations in Chavittunatakam.
- iii. Chavittunatakam depends upon verbal acting.
- iv. War scene is an essential ingredient of the performance.

A:-i, iii, iv

B:-i, ii, iii

C:-i, ii, iii, iv

D:-i and ii

Correct Answer:- Option-C

Question64:-Which of the following statements are correct?

- i. Portuguese were first to introduce European styles in church architecture.
- ii. First European Church was built in 1510 AD.
- iii. The architectural development in Kerala was heavily influenced by European style.
- iv. Napier museum is the best adaptation of European style to climatic needs and synthesis with traditional style.

A:-i, ii, iii, iv

B:-i, ii, iii

C:-i, ii, iv

D:-ii, iii, iv

Correct Answer:- Option-A

Question65:-Which of the following statements is/are correct?

- i. Mosque architecture of Kerala exhibit some of the features of Arabic style.
- ii. The interior of jewish synagogue has interior with hand painted tiles
- iii. Mattanchery palace was built in 1557

iv. Murals in Mattanchery palace depicts themes from Ramayana and Bhagavatham

A:-i, ii, iii, iv

B:-ii, iii, iv

C:-i, ii, iv

D:-ii, iii, i

Correct Answer:- Option-B

Question66:-Arrange the following beaches from North to South

i. Papanasam beach

ii. Meenkunnu beach

iii. Kappil beach

iv. Kanwatheertha beach

A:-iii, iv, ii, i

B:-ii, iv, iii, i

C:-i, ii, iii, iv

D:-iv, ii, iii, i

Correct Answer:- Option-D

Question67:-Which of the following are located in Wayanad district?

i. Edakkal Caves

ii. Jain Temple

iii. Pazhassi Raja Museum

iv. Muniyara dolmens

A:-i, ii, iii, iv

B:-i, iii and ii

C:-i and ii

D:-i, ii, iv

Correct Answer:- Option-C

Question68:-Which of the following statement are correct?

i. Bay Island driftwood museum is located at Kumarakom.

ii. Museum of Kerala history is located at Edapally.

iii. Hill Palace Museum is located at Thrippunithara.

iv. Chinese fishing net is an important attraction in Fort Kochi.

A:-i, ii, iv

B:-i, ii, iii, iv

C:-ii, iii, iv

D:-i, iii, iv

Correct Answer:- Option-B

Question69:-Which of the following statements are true?

i. There are five National Parks in Kerala.

ii. There are two Tiger Reserves in Kerala.

iii. Choolannur is the only Pea fowl sanctuary in Kerala.

iv. Kadalundi - Vallikunnu is the only Community Reserve in Kerala.

A:-i, ii, iii, iv

B:-i, ii, iv

C:-ii, iii, iv

D:-ii and iii

Correct Answer:- Option-A

Question70:-Which of the following statements are true about Responsible Tourism Mission (RTM)?

- i. Responsible Tourism Mission is the nodal agency formed by the Govt. of Kerala to implement Responsible Tourism all over Kerala.
- ii. The implementation of Responsible Tourism in destinations is supported by certain partners.
- iii. Kudumbashree Mission is an official partner of Responsible Tourism Mission.
- iv. Responsible Tourism Mission also implements rural tourism development project of Ministry of Tourism, Govt. of India.

A:-i and ii only

B:-ii and iii only

C:-i, ii, iii, iv

D:-i, ii and iv

Correct Answer:- Option-C

Question71:-Consider the following statements

- i. Silent Valley National Park is the largest National Park in Kerala.
- ii. Mangalavanam Bird Sanctuary is the smallest WLS area in Kerala.
- iii. Aralam Wild life Sanctuary is located in Kozhikode district.
- iv. Chinmony WLS is located in Thrissur district.

A:-iii only

B:-ii only

C:-iii and ii

D:-None of the above

Correct Answer:- Option-A

Question72:-Which of the following statements are correct?

- i. Nishagandhi Dance Festival is organized by Kerala Tourism every year.
- ii. The language fort is located in Kollam district.
- iii. The language used in the performance of Ottanthullal can directly communicate with the audience.
- iv. Koothu performed in temples were of three types.

A:-i, ii, iii, iv

B:-i, ii, iii only

C:-i and ii only

D:-i only

Correct Answer:- Option-A

Question73:-Which of the following hill stations are located in Kannur district?

- i. Kanjirakolly

- ii. Palakkayam thattu
- iii. Ranipuram
- iv. Paithalmala

A:-ii, iii and iv

B:-ii and iii only

C:-i, ii, iii and iv

D:-i, ii, iii

Correct Answer:- Option-C

Question74:-Identify the wrong statement

- i. Kannimara teak is special attraction of Parambikulam Tiger Reserve
- ii. Eravikulam was declared as a National Park in 1980
- iii. Eravikulam National Park is well known for Neelakurinji and Nilgiri Tahr.
- iv. Thattekad Bird Sanctuary is a much acclaimed bird sanctuary and was formed in 1982.

A:-i, iii and iv

B:-i, ii and iii

C:-iii and iv only

D:-ii and iv only

Correct Answer:- Option-D

Question75:-i. Kabani, Bhavani and Pambar finally join Bay of Bengal.

- ii. Valapattanam river originates in Brahmagiri.
- iii. Periyar is the second largest river in Kerala.
- iv. The smallest river in Kerala is Manjeshwaram river.

A:-i, ii, iii, iv

B:-i, ii and iii only

C:-i and ii only

D:-ii, iii and iv only

Correct Answer:- Option-A

Question76:-i. Mathikettan Shola was declared National Park in 2008.

- ii. Three streams which are tributaries of Panniyar originate from the hill ranges of Shola.
- iii. Highest point inside this National Park is Kattumala.
- iv. This is one of the two Shola parks in Idukki district.

A:-i, ii and iv

B:-ii, iii and iv

C:-i, ii, iii

D:-i, ii, iii, iv

Correct Answer:- Option-D

Question77:-Which of the following reservoirs are located in the Thrissur district?

- i. Sholayar
- ii. Asuram Kundu Dam

- iii. Poomala
- iv. Peechi

A:-i, ii, iv only

B:-i, ii, iii, iv

C:-iii and iv

D:-iv only

Correct Answer:- Option-B

Question78:-Which of the following are rural tourism destinations in Kerala?

- i. Ambalavayal, Wayanad
- ii. Beypore, Kozhikode
- iii. Ponnani Nagaram, Malappuram
- iv. Vaikom, Kottayam

A:-i, ii, iii, iv

B:-ii only

C:-i and ii only

D:-i, ii, iii only

Correct Answer:- Option-A

Question79:-Which of the following attractions are located in Thiruvananthapuram district?

- i. Poovar backwaters
- ii. Sree Padmanabhaswamy Temple
- iii. Peppara Wildlife Sanctuary
- iv. Napier Museum

A:-ii, iii and iv

B:-i, ii, iii, iv

C:-i and ii only

D:-iii and iv only

Correct Answer:- Option-B

Question80:-Which of the following statements is/are correct regarding museums?

- i. RKK Museum is located at Alappuzha
- ii. Bay Island drift wood museum is located at Kumarakom
- iii. Museum of Kerala History is located at Edapally.
- iv. Kerala Biodiversity Museum is located at Vallakadavu

A:-i, ii, iii

B:-i and ii only

C:-iii and iv only

D:-i, ii, iii, iv

Correct Answer:- Option-D

Question81:-Which of the following statements are correct about advertising

- i. Advertisements are messages intended to inform or influence people who receive them.

- ii. Advertisements will be successful only if right message reaches the right people at the right time.
- iii. Advertising is personal in nature
- iv. Advertising creates awareness

A:-i, ii and iv

B:-i, ii, iii, iv

C:-i, iii, iv

D:-i, ii, iii

Correct Answer:- Option-A

Question82:-Which of the following statements are correct?

- i. Public relations is both an art and science
- ii. The corporate communications evolved from public relations.
- iii. Public relations is basically not proactive in nature
- iv. Corporate Communication is concerned with people, organizational processes, activities and media

A:-i, ii, iii, iv

B:-i, iii, iv

C:-i, ii, iii

D:-i, ii and iv

Correct Answer:- Option-D

Question83:-Which of the statements are correct about the PR organizations?

- i. Public Relations society of India was established in 1958.
- ii. Public Information Bureau provides accreditation to media representatives.
- iii. Public Information Campaigns and Press Tours are organized by Public Information Bureau.
- iv. International Public Relations Association was formally established in London on 1st May, 1955

A:-All of the above

B:-i and iv only

C:-ii, iii and iv only

D:-only iii

Correct Answer:- Option-A

Question84:-Identify the wrong statement

- i. PR tools and techniques include Photo - Ops, Corporate Films, Special events.
- ii. Press Conference is a tool which is used by only government.
- iii. Question answer session is conducted during a press briefing.
- iv. Social networking sites is a cost effective tool of Public Relations

A:-ii, iii and iv

B:-All of the above

C:-i, iii, iv

D:-ii and iv only

Correct Answer:- Option-C

Question85:-Which of the statements are correct?

- i. The first Press Commissioner was appointed in India in 1880.
- ii. The period 1919 - 1947 is known as Gandhian Era of Public Communication in the evolution of public relations.
- iii. A Central Publicity Board was set up during the First World War by Govt. of India.
- iv. Central Bureau of communication was set up in 2017 by the integration of Directorate of Advertising and Visual Publicity (DAVP), Directorate of Field Publicity and Songs and Drama Division (SDD)

A:-i, ii, iv

B:-iv only

C:-All of the above

D:-None of the above

Correct Answer:- Option-C

Question86:-Identify the wrong statement

- i. Advertising is a form of communication and is personal in nature.
- ii. Activities of Public Information Bureau are broadly classified into three categories.
- iii. Public Information campaigns seeks to empower citizens with the knowledge of various welfare schemes of Central Govt.
- iv. PR professionals are exempted to code of Ethics

A:-ii and iv only

B:-iv only

C:-i, ii, iii

D:-None of the above

Correct Answer:- Option-B

Question87:-Which of the following statements is/are true?

- i. In Public relations activity, every means of communication is adopted and applied.
- ii. Flyers is a low budget promotional paper for a particular product or service.
- iii. Press conference is helps to get media coverage for an organization on special occasions
- iv. Press tour is to give detailed information about products or services

A:-ii only

B:-i, ii, iii, iv

C:-i, iii and iv

D:-iv only

Correct Answer:- Option-B

Question88:-i. In 1923, the Central Bureau was redesigned as Directorate of Public Instruction.

ii. In 1939, Directorate of Public Instruction was renamed as Directorate of Information and Broadcasting.

iii. The house of Tatas formed a public relations department at Bombay office in 1943.

iv. Outbreak of second world war led to creation of Ministry of Information and

Broadcasting

A:-i, ii, iii

B:-i, ii, iii, iv

C:-iii and iv

D:-ii, iii and iv

Correct Answer:- Option-B

Question89:-i. Print media primarily consists of newspapers and popular magazines.
ii. Some newspapers are bringing out internet editions.
iii. Radio broadcasting has been a major mode of mass communication
iv. Television is a young and rapidly growing mass medium

A:-i, ii, iii, iv

B:-ii, iii and iv

C:-ii and iv

D:-iii and iv

Correct Answer:- Option-A

Question90:-Which are the different mechanisms used by PR experts to build up their contact with public?

i. Paper print brochures

ii. Pamphlets

iii. Motion pictures

iv. Graphic materials

A:-i and ii

B:-iii and iv

C:-i,ii, iii, iv

D:-i and ii

Correct Answer:- Option-C

Question91:-Which of the following statements are correct?

i. The horizontal Communication takes place between same dept or people of same level in other departments.

ii. Instructions passed by managers to subordinates are downward channel is an example of downward communication

iii. Flow of information outside organization is external communication.

iv. Communication is classified as internal and external

A:-i, ii, iii, iv

B:-i, ii, iii

C:-i, iii, iv

D:-ii,iii, iv

Correct Answer:- Option-A

Question92:-Arrange the communication process in proper order?

i. Sender

ii. Encoding

- iii. Message
- iv. Decoding
- v. Receiver

A:-v, iii, ii, i, iv

B:-i, ii, iii, iv, v

C:-ii, iii, iv, v, i

D:-v, iv, iii, ii, i

Correct Answer:- Option-B

Question93:-Which of the following are the objectives of business communication?

- i. Stronger decision making.
- ii. Increased productivity.
- iii. Clearer promotional material
- iv. Persuasion

A:-i, ii, iii, iv

B:-i, iii, iv

C:-iii and iv

D:-i and ii

Correct Answer:- Option-A

Question94:-Which of the following statements are true?

- i. Kinesics occupies a major aspect of non-verbal communication.
- ii. Proxemics and personal space language not the same.
- iii. Paralanguage involves pitch, tone and voice modulation
- iv. Facial expression involves particularly eyes and eye movement.

A:-i, ii, iii, iv

B:-i, iii, iv

C:-iii and i

D:-ii, iii, iv

Correct Answer:- Option-B

Question95:-Which of the following are pitfalls in listening?

- i. External distraction
- ii. Thinking speed
- iii. Sluggishness
- iv. Language

A:-i, ii, iii

B:-i and ii

C:-i and iii

D:-i, ii, iii, iv

Correct Answer:- Option-D

Question96:-Which of the following are different types of business presentation?

- i. Informative
- ii. Instructional

- iii. Persuasive
- iv. Multipurpose presentation

A:-i, iii, iv

B:-i, ii, iii

C:-i, ii, iii, iv

D:-ii and iv

Correct Answer:- Option-C

Question97:-Which of the following statement is wrong?

- i. Pertinency, courtesy, brevity and clarity are the essentials a business letter should have
- ii. A business letter should have a distinct heading, date inside address salutation and subject matter
- iii. Always one should use postscripts in business letter
- iv. Structure as well as the quality of the paper in which the business letter is typed also counts

A:-iv only

B:-iii only

C:-i and ii

D:-iii and iv

Correct Answer:- Option-B

Question98:-Which of the following statement are/is wrong?

- i. Agenda means 'things to be done'.
- ii. Minutes help to keep a clear and correct record of decisions taken in the meeting.
- iii. Demi-official letters should not be referred in official correspondence.
- iv. Copy of the demi - official letter should not be retained by the officer himself

A:-iv only

B:-iii only

C:-iii and iv only

D:-ii only

Correct Answer:- Option-A

Question99:-Which of the following are the characteristics of good business report?

- i. Clarity
- ii. Accuracy
- iii. convenience
- iv. Restrained language

A:-i, ii, iii and iv

B:-i, ii, iii

C:-ii and iii

D:-iv and iii

Correct Answer:- Option-A

Question100:-Which of the following are the parts of a formal report?

- i. Heading / title
- ii. Letter of transmittal
- iii. Table of contents
- iv. Index

A:-iv and iii

B:-ii and iii

C:-i, ii, iii

D:-i, ii, iii, iv

Correct Answer:- Option-D