

Tourist Information Officer, Tourism

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1.Which of the following is a Tiger Reserve in Kerala

- A.Aralam
- B.Wayanad
- C.Silent Valley
- D.Parambikulam**

Ans:D

2.The UNESCO World Heritage site brihadeswara Temple is located in

- A.Karnataka
- B.Tamil Nadu**
- C.Andra Pradesh
- D.Orissa

Ans:B

3.The International Air Transport Association was formed:

- A.1942
- B.1944
- C.1945**
- D.1946

Ans:C

4.Which of the following is an Endogenous Tourism Project site in Kerala?

- A.Thekkady
- B.Thusharagiri
- C.Aranmula**
- D.Bekal

Ans:C

5.The Calico Museum of Textiles is located in:

- A.Allahabad
- B.Aurangabad
- C.Ahmedabad**
- D.Secunderabad

Ans:C

6.The model of allocentricity and psychocentricity in tourism was introduced by:

- A.Stanley C.Plog**
- B.Anne Adams

C.Krippendorf
D.Kenneth F.Backman
Ans:A

7.The tourism activities at Gavi is managed by:

A.kTDC
B.DTPC
C.KFDC
D.TEPS
Ans:C

8.The theme state for the Surajkund Crafts Mela organized in 2013 was:

A.Kerala
B.Karnataka
C.Andra Pradesh
D.Tamil Nadu
Ans:B

9.The National Institute of Water Sports is located in:

A.Andhra Pradesh
B.Karnataka
C.Tamil Nadu
D.Goa
Ans:D

10.Which of the following is recognized as the model tourism village project of Kerala?

A.Anakkara
B.Kumbalanghi
C.Kalady
D.Aranmula
Ans:B

11.The Elephanta island is located in the state of:

A.Madhya Pradesh
B.Maharashtra
C.Andhra Pradesh
D.Orissa
Ans:B

12.The Incheon International Airport is in:

A.Japan
B.Vietnam

C.South Korea

D.North Korea

Ans:C

13.Which of the following sites is promoted as the first planned eco tourism project in India?

A.Thenmala

B.Periyar

C.Mangayam

D.Ranipuram

Ans:A

14.The Birla Planetarium is situated in the city of:

A.Ahmedabad

B.Delhi

C.Kolkata

D.Mumbai

Ans:C

15.The Green Passport Campaign was launched by:

A.UNDP

B.UNEP

C.UNWTO

D.UNESCO

Ans:B

16.The Nehru Trophy Boat Race is conducted every year on the second Saturday of:

A.June

B.July

C.August

D.September

Ans:C

17.Bastar is one of the Rural Tourism Project sites in:

A.Andhra Pradesh

B.Orissa

C.Madhya Pradesh

D.Chhattisgarh

Ans:D

18.Train a Grande Vitesse is the high speed train of:

A.France

B.Spain

C.Switzerland
D.Sweden
Ans:A

19.The Ananthapura Lake Temple is situated at:

A.Thiruvananthapuram
B.Thrissur
C.Wayanad
D.Kasaragod
Ans:D

20.Cindue Island is part of:

A.Rani Jhansi Marine NP
B.Mahatma Gandhi Marine NP
C.Gulf of Kutch Marine NP
D.Gulf of Mannar Marine NP
Ans:B

21.The Chicago Convention was organised in the year:

A.1941
B.1942
C.1943
D.1944
Ans:D

22.The Keralam Museum of History and Heritage is located at:

A.Thiruvananthapuram
B.Ernakulam
C.Thrissur
D.Kozhikode
Ans:A

23.Lahaul and Spiti are major tourism destinations in the state of:

A.Uttarakhand
B.Himachal Pradesh
C.Uttar Pradesh
D.Jammu Pradesh
Ans:B

24.On which day did the UNWTO announce the arrival of the one-billionth tourist of the 2012:

A.13th Dec
B.15th Dec
C.25th Dec

D.31st Dec

Ans:A

25.Which of the following is a Community Reserve?

- A.Akkulam
- B.Kumarakom
- C.Athirappally
- D.Kadalundi**

Ans:D

26.The country that has become the largest spender in international tourism globally in 2012:

- A.Britain
- B.China**
- C.USA
- D.Germany

Ans:B

27.The Pushkar Cattle Fair is conducted in the state of :

- A.Jharkhand
- B.Bihar
- C.Uttar Pradesh
- D.Rajasthan**

Ans:D

28.An irrational deep rooted fear of or antipathy towards foreigners:

- A.Xerophobia
- B.Agoraphobia
- C.Claustrophobia
- D.Xenophobia**

Ans:D

29.The river which forms the Thusharagiri waterfalls is:

- A.Chalipuzha**
- B.Meenachil
- C.Kallai
- D.Korapuzha

Ans:A

30.The first stage of the Butler's Destination Life Cycle Model is:

- A.Involvement
- B.Exploration**
- C.Rejuvenation
- D.Consolidation

Ans:B

31.The Harmandir Sahib is located in:

A.Jalandhar

B.Amritsar

C.Patiala

D.Firozpur

Ans:B

32.The acronym TSA stands for:

A.Tourism Satellite Account

B.Tourism Source Account

C.Tourism Savings Account

D.Travel Source Account

Ans:A

33.Arakkal Palace is located in:

A.Malappuram

B.Kozhikode

C.Kannur

D.Kasaragod

Ans:C

34.The terminology 'Grey Panther Tourists'represents:

A.Elderly tourists

B.Back packers

C.Wildlife tourists

D.Family tourists

Ans:A

35.The ST-EP initiative is launched by:

A.WTTC

B.PATA

C.UNEP

D.UNWTO

Ans:D

36.The Teak Museum of Kerala is located in:

A.Nilambur

B.Konni

C.Palarauvi

D.Bhoothathankettu

Ans:A

37.The International Year of Ecotourism was celebrated in the year:

A.1996

B.2000

C.2002

D.2008

Ans:C

38.The Tawang Buddhist Monastery is situated in:

A.Jammu Kashmir

B.Sikkim

C.Himachal Pradesh

D.Arunachal Pradesh

Ans:D

39.The expansion of the acronym GATS is:

A.General Agreement on Tourism in Services

B.General Agreement on Tariff in Services

C.General Agreement on Trade in Services

D.General Agreement on Travel in Services

Ans:C

40.The khonoma Green Village is an ecotourism project in:

A.Sikkim

B.Nagaland

C.Arunachal Pradesh

D.Manipur

Ans:B

41.The current Secretary General of UNWTO is:

A.Robert Lonati

B.Taleb D.Rifai

C.Francesco Frangialli

D.Jeffrey Lippmann

Ans:B

42.In which district is the Kottoor Elephant Rehabilitation Centre located?

A.Thiruvananthapuram

B.Kollam

C.Pathanamthitta

D.Idukki

Ans:A

43.The sanctuary which would soon catch tourist attraction with the shifting of Asiatic Lions from Gir National Park:

- A.KaneWLS
 - B.KunoWLS**
 - C.KawalWLS
 - D.KodermaWLS
- Ans:B

44.The country that hosts World Tourism Day 2013 celebrations is:

- A.South Africa
 - B.Nepal
 - C.China
 - D.Maidives**
- Ans:D

45.Pakshipathalam is located in:

- A.Kozhikode
 - B.Wayanad**
 - C.Idukki
 - D.Pathanamthitta
- Ans:B

46.Bihu is the harvest festival of:

- A.Madhya Pradesh
 - B.Jharkhand
 - C.Chhattisgarh
 - D.Assam**
- Ans:D

47.The Hotel Carbon Measurement Initiative is launched by:

- A.UNEP
 - B.UNWTO
 - C.WTTC**
 - D.WWF
- Ans:C

48.Which of the following is not an officially declared bird sanctuary?

- A.Mangalavanam
 - B.Thattakkad
 - C.Kumarakom**
 - D.Vedanthangal
- Ans:C

49.The popular hill station Nainital is in the state of:

- A.Sikkim
- B.Uttar Pradesh
- C.Himachal Pradesh
- D.Uttarakhand**

Ans:D

50.The headquarters of PATA is in:

- A.Bangkok**
- B.San Francisco
- C.Hawaii
- D.Maldives

Ans:A

51.Information passed among employees that has not been officially circulated by the company is described as:

- A.Ersatz
- B.Faux Pas
- C.Grapevine**
- D.Hyperbole

Ans:C

52.-----is described as an attempt to influence the members of Parliament for favourable legislation

- A.Lobbying**
- B.Spinning
- C.Corporate Communication
- D.Muckraking

Ans:A

53.The expression voxpopuli,voxdei was coined by ancient:-----

- A.Greeks
- B.Romans**
- C.Alexandrians
- D.Babylonians

Ans:B

54.Which of the following is not a Public Relations firm?

- A.Saatchi and Saatchi**
- B.Burston –Marsteller
- C.Shandwick
- D.Hill and Knowlton

Ans:A

55. Who among the following is one of the founders of modern-day public relations practices in United Kingdom?

- A. Allen H. Centre
- B. Scott M. Cutlip
- C. George Creel

D. Sam Black

Ans: D

56. A press kit is a:

- A. Packet containing pen, notebook and press release

B. Package of information

- C. Package of gifts distributed to the journalists
- D. Package of stylebook and other essential references for the trainee journalist

Ans: B

57. The UK's leading professional body for Public Relations practitioners is known as:

- A. The United Kingdom Institute of Public Relations
- B. Royal Institute of Public Relations

C. Chartered Institute of Public Relations

- D. None of the above

Ans: C

58. The effort of a spokesperson to avoid answering questions posed by reporters is described as:

- A. Sandbagging**
- B. Parachuting
- C. Bulldozing
- D. None of the above

Ans: A

59. Which of the following Indian cities had the first chapter of the Public Relations Society of India (PBSI)?

A. Mumbai

- B. Calcutta
- C. New Delhi
- D. Madras

Ans: A

60. When is national PR day observed in India?

- A. January 21
- B. February 21
- C. March 21

D.April 21

Ans:D

61.Which of the following is an e-newsletter of PRSI?

- A.Public Relations
- B.Relations Matter
- C.Effective Public Relations

D.Harmony

Ans:D

62.One of the earliest books on Public Relations by Edward L.Bernays is known as:

- A.Fundamentals of Public Opinion and Public Relations
- B.Crystallizing Public Opinion**
- C.Crystallizing Public Relations
- D.The Engineering of Consent

Ans:B

63.-----is generally referred to as the father of Public Relations

- A.Theodore Roosevelt
- B.James E.Grunig
- C.Ivy Lee**
- D.George F.Parker

Ans:C

64.The code of ethics for Public Relations professionals is known as:

- A.Code of Rome
- B.Code of Alexandria
- C.Code of Athens**
- D.Code of Madrid

Ans:C

65.-----is a publication by the Department of Information and Public Relations,Govt.of Kerala

- A.Kerala Interface
- B.Kerala Calling**
- C.Voice of Kerala
- D.Travancore Calling

Ans:B

66.Kinesics is another term for:

- A.Space language
- B.Body language**

C. Para language
D. Touch language
Ans: B

67. Short summary statement of one's background, skill, education etc. Formatted in bullet form and chronological order is called:

A. Resume
B. Curriculum vitae
C. Bio-data
D. None of these
Ans: A

68. Which of the following is not an external business written communication?

A. Complaint letter
B. Enquiry letter
C. Memo
D. Letter Placing order
Ans: C

69. Which of the following is NOT a component in the Communication Model?

A. Sender
B. Messenger
C. Encoding
D. Receiver
Ans: B

70. Which of the following is NOT an example of non-verbal communication?

A. Pictures
B. Computer Graphics
C. Company logos
D. An e-mail messages
Ans: D

71. All of the following are criteria for effective business writing EXCEPT:

A. The message is clear
B. The message is accurate
C. The message is what the reader wants to hear
D. The message builds goodwill
Ans: C

72.Internal communication refers to:

- A.Letters from outsiders to people inside the organization
- B.Exchange of ideas and information within an organization**
- C.E-mail communication
- D.Letters from insiders to people outside the organization

Ans:B

73.Which of the following is a communication barrier that often exists between people?

- A.Difference in perceptions**
- B.Deadlines
- C.Incorrect choice of medium
- D.Inadequate communication structures

Ans:A

74.E-Commerce is:

- A.Use of electronic media to sell the products
- B.Use of electronic media to purchase products
- C.Electronically mediated communication between an organization and its Stakeholders**
- D.None of these

Ans:C

75.Oral channels:

- A.Give you more control over a message than paper documents typically do
- B.Are more formal than paper documents
- C.Are better for group decision making than paper documents**
- D.Are not as effective as paper documents in clearing up misunderstandings

Ans:C

76.Which of the following is another name of cover letter?

- A.Transmittal letter**
- B.Follow-up letter
- C.Remittance letter
- D.Request letter

Ans:A

77.Specialised –vocabulary is also called:

- A.Jargon
- B.Trigger words
- C.Biased language
- D.Equivocal terms**

Ans:D

78.Lateral communication is basically the:

A.Communication between employees at the same level in various departments

B.Communication between the CEO and the manager's

C.Communication through body language

D.Communication within department

Ans:A

79.Grapevine is the network of

A.Internal communication

B.Informal communication

C.Formal communication

D.Gestural communication

Ans:B

80.Semantic barriers happen on account of:

A.Use of jargons

B.Faulty translation

C.Badly expressed message

D.All the above

Ans:D

81.Highest peak in western ghats:

A.Vindhya

B.Satpura

C.Anamudi

D.Neelagiri

Ans:C

82.The movement that lead to the formation of the public service commission :

A.Malayali memorial

B.Ezhava memorial

C.Thiruvithamear state congress

D.Nivarthana Agitation

Ans:D

83.The extensive popularity of the Ayurvedic system of treatment in Kerala is a gift of:

A.Buddhism

B.Jainism

C.Saivism

D.Vaishnavism

Ans:A

84.St.Thomas landed in Kerala at:

A.Kochi

B.Maliyankara

C.Perumana

D.Chavara

Ans:B

85.The literary assembly of Calicut Zamorins:

A.Salas

B.Pattathanam

C.Viharas

D.Sangham

Ans:B

86.The First Chief Minister of Travancore:

A.Ramayyan Dalava

B.Mangattachan

C.Paluyathachan

D.Raja Kesavadasan

Ans:D

87.Kautilya was a Brahmin from:

A.Magadha

B.Pataliputra

C.Rajgriha

D.Taxila

Ans:D

88.What was the name of the Delhi Sultan who laid the foundation of permanent standing army?

A.Balben

B.Iltutmish

C.Alaudin Khilji

D.Muhammed-bin-Tughlaq

Ans:C

89.In which year Hindu marriage Act passed:

A.1856

B.1757

C.1857

D.1763

Ans:A

90.The Indians celebrated the Independence day for the first time on:

A.January 26,1930

B.January 1,1939

C.August 15,1947

D.January 26,1950

Ans:A

91.Which was East India Company's first presidency in India?

A.Surat

B.Bengal

C.Lucknow

D.Cochi

Ans:A

92.The beginning of English Education in Travancore is associated with the king:

A.Swathy Thirunal

B.Sree Moolam Thirunal

C.Visakhram Thirunal

D.Sree Chithira Thirunna

Ans:A

93.Total coastal length of Kerala:

A.680 km

B.580 km

C.760 km

D.670 km

Ans:B

94.The most outstanding poetess who lived in Sangam Age:

A.Kottavi

B.Panini

C.Auvaivar

D.Kannaki

Ans:C

95.The author of 'Mukundamala':

A.Puhkesi II

B.Harshavardhana

C.Kulasekhara Alwar

D.Sthanu Ravivarma

Ans:C

96.Which of the following metal was not known to Indus Valley people?

A.Copper

B.Iron

C.Gold

D.Bronze

Ans:B

97.The capital of Brahmini kingdom was:

A.Kosala

B.Avanti

C.Magadha

D.Warangal

Ans:D

98.Fresco painting of Ajenda caves is the art of:

A.Pallavas

B.Cholas

C.Mauryas

D.Guptas

Ans:D

99.The Venitian traveler who gave a complete account of Vijaya Nagar empire:

A.IbenBetuta

B.Fahian

C.Nicolo condi

D.Albiruni

Ans:C

100.How many people accompanied Mahatma Gandhi in Dandi March?

A.67

B.78

C.92

D.76

Ans:B