



Ref. No: SHTM/20/22/433

Dated: 22/02/22

**Notice for Ph.D Entrance Test (Non-Exempted Category) 2022**

This is for the information of all the candidates under non-exempted category who have applied for the admission to Ph.D in that they have to appear in the Entrance Test as given below:

- **Date of Entrance Test : 09.03.2022**
- **Reporting Time: 11.30 A.M.**
- **Timing of Test: 12:00 noon to 03:00 P.M.**
- **Venue of Test: Department of SHTM University of Jammu, Jammu 180006**

The Entrance Test shall be comprised of the following sections:-

- **Section-A: Research Methodology:** There shall be Eight Research Aptitude questions of 10 Marks each in Section A. The candidate is required to attempt any five questions
- **Section-B: Academic Component:** There shall be 50 Multiple Choice Objective type questions of 1 mark each in section-B. The candidate is required to attempt all the questions.

**Total Marks of Exam - 100 marks** (Section A- 50 marks and Section B- 50 marks)

  
Director-SHTM

**Copy to:**

- I/C Director, Centre for IT enabled services, university of Jammu, for uploading the same in the University website
- Assistant Registrar (R&A)
- Notice Board.

# School of Hospitality and Tourism Management

## Syllabus PhD Program Entrance Examination - 2018

### Section A

#### UNIT-1

**Tourism Concepts:** Tourist/ visitor/ Excursionist-definition. Growth and development over the years and factors responsible therein. Types and Typology of tourism. Changing market-destination patterns, Traffic flow/receipt trends. Travel motivators and deterrents. Push and Pull factors. Linkages and Channels of distribution in Tourism, Tourism Organisation and functions of WTO, PATA, IATA, FHRAI, TAAI, IATO and UFTAA.

#### UNIT-2

**Tourism Resources:** Natural Tourism Resources in India: Existing use pattern vis-a-vis potential with relation on varied landforms (mountains, deserts, beaches, coastal areas and Islands). Wildlife-tourism and Conservation related issues-Occurrence and Distribution of popular wildlife species in India. Tourism in National parks, Wildlife sanctuaries and biosphere reserves. Cultural Tourism resources in India: Indian culture and society. Architectural sites-forts/Places/ other architectural marvels-location and unique features. Popular tourist destination for land based, Water based and air based tourist activities. Religion/religious observance and important pilgrim destinations. Food habits and Cuisines. Music, Musical instruments and Dance forms; Drawing and Painting; Craftsmanship.

#### UNIT-3

##### **Accommodation In the Tourism Industry:**

Concept, Types and Topologies, Linkages and Significance with relation to Tourism, Hotel and Hoteliering: Origin Growth and Diversification. Functions and Responsibilities of the various departments of a standard hotel/other catering outlets, viz, bars, restaurants, fast food centres. HRD perspective with special reference to India—requirements, training facilities, constraints and scope. Accommodation Concept, Types and Typologies, Linkages and Significance with relation to Tourism. Emerging Dimensions of Accommodation Industry-Heritage hotels, Motels and resort properties. Time Share Establishments.

#### UNIT-4

##### **Tourism Business:**

Travel agency and Tour operation Business: origin, Growth and development; Differentiation and linkages; Organisation and Functions- Travel Information Counselling, Itinerary preparation, Reservation, Tour Costing/pricing. Marketing of tour packages. Income sources.

Cargo Handling: Baggage allowance, Free Access baggage. Weight and piece concept. Accountability of lost baggage, Dangerous goods; Cargo rates and valuation charges, Automation and Airport procedures. Transport Dynamically Changing Needs and Means.



**Planning and Management of finance, Assets and Earnings:**

**Planning:** Nature, Purpose, Types and Process. Management by Objectives Strategies and Policies. Decision Making, Process, Tools and Techniques, Business Ethics and laws-Their relevance and applicability in Travel and tourism Industry, Laws and legislation relating to tourism entry, Stay, Departure, Passport, Visa and Health, Tourism impacts and need for sustainable tourism planning: socio- cultural Economic and physical, Tourism carrying capacity and environmental impact analysis (EIA).

**Financial Management and planning:** Finance: meaning, Goals, Functions; Importance and Typologies of Finance-Role of financial management, Organisational goals; Environment, Forecasting an financial planning. Break even Analysis and operating Leverage, Formulation of profit Plan or Budget, Objectives of Financial Planning or Budgeting. Inventory Management Techniques.

**Financial Structures and Management of Earnings:** Meaning, Difference Between Financial and Capital structure. Determinants' of Financial Structure. Financial leverage and Financial planning.

**Accounting:** Preparation of Business Income Statement, Balance sheet, Cash flow Statement and Fund flow statement. Hotel Accounting.

**MIS:** Introduction, Definition, Status, Framework of understanding and Designing MIS. Computer Networking: application of CRS (computerized Reservation system) in Travel Trade and Hospitality Sector.

**Section B**

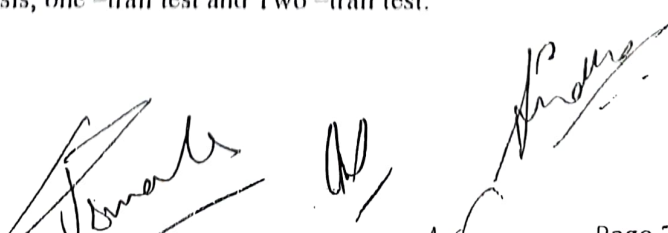
**Statistics and Research in Tourism:**

**UNIT-1**

Research meaning Types; Trends and Challenges with Special Reference to Tourism and Hotel business. Guiding principles in selection of research problem. Research Methodology: meaning; Procedural Guidelines and Research design. Field procedure for Data Collection and Analysis techniques: Nature, sources of data, Techniques of data collection. Drafting the Questionnaire, Mail questionnaire Method, Editing Primary data and Secondary data. Sources of secondary Data, Published sources and Unpublished sources, Measure of Central tendency and Variation.

**UNIT-2**

**Sampling and Sample Design:** Design Sampling and Reasons for Sampling; Theoretical basis of sampling; Basic concepts of sampling and types of sampling (Random and Non-Random Sampling). Methods of Sampling, Advantages of probability sampling, Limitations of probability Sampling, Sampling and Non-Sampling Errors. Central Limit theorem. Statistical Testing: Formulation and general procedure of testing of hypothesis, one -trail test and Two -trail test.



Probability: Meaning; Definition and Sample points and Sample Space. Events; Conditional Probability; Probability distributions: The Binomial model; The poisson model; and Normal Distribution.

#### UNIT-4

**Organising a Statistical Survey:** Statistical survey- an Introduction, planning the Survey, Specification of the purpose. Scope of the Survey, The unit of Data collection Types of Statistical Unit, Sources of Data techniques of Data Collection, the Choice of a frame, Degree of accuracy Desired miscellaneous considerations. Executing the survey, setting up an Administrative organisation, Design of Forms, Selection, Training and supervision of Field Investigators, Control over the Quality of the field Work and the Field Edit.

#### UNIT-5

##### **Parametric and Non-parametric Testing:**

Testing the hypothesis: Comparison of two population means: Comparison of two Population Proportions and Comparison of to Population means and standard deviations. F-test, student's distribution and Chi-square test.

##### **Note for Paper Setting:**

The paper shall have the following components:-

- I. Research Aptitude Component-50 Marks
- II. Academic Component- 50 Marks

( as per the syllabus attached)

Research Aptitude questions shall be of descriptive nature and there shall be eight questions from section B of the syllabus attached. Every Candidate Shall attempt five questions out of the given eight questions. Each question shall carry 10 marks and the Candidate shall answers every question in about 300 words.

In the academic component there shall be 50 multiple choice objective type questions (with four alternative responses) covering the syllabus. Each question shall carry one mark and the candidate shall attempt all the 50 questions of this component.

The duration of the test shall be three hours

