

SAMPLE PAPER (2022-2023)

SUBJECT CODE- 806

CLASS: XII

TIME DURATION: 3 HRS

SUBJECT: TOURISM

MM: 60

General Instructions:

- 1. Please read the instructions carefully.**
- 2. This Question Paper consists of 17 questions in two sections – Section A & Section B.**
- 3. Section A has Objective type questions whereas Section B contains Subjective type questions**

SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):

- i. This section has 06 questions.**
- ii. Do as per the instructions given.**

SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):

- i. Marks allotted are mentioned against each question/par**

SECTION A: OBJECTIVE TYPE QUESTIONS

Q. 1 Answer questions on Employability Skills (1 x 4 = 4 marks)

1 Entrepreneurial behaviour requires certain knowledge, skills or personality profile and it is called :

- (A) Fear of failure (B) Entrepreneurial competencies
(C) Entrepreneurial capacity (D) Entrepreneurial training

2. A _____ is an electronic document used to store data in a systematic way and perform calculations just like an expense sheet.

- A. spreadsheet B. worksheet
C. workbook D. name box

3. Pari is very particular in all her work. She never accepts any mistake done by anyone, she gets angry in that. This is one kind of compulsive personality disorder that is characterized by extreme perfectionism, order and neatness. Identify the type of personality disorder.

- (A) Physiological (B) Psychological

(C) Social

(D) Obsessive

4. High expectations from self can leave one with chronic anxiety and stress this leading to _____ stress.

A) Physical

B) Emotional

C) Mental

D) Financial

Q. 2 Answer the given questions

(1 x 5 = 5 marks)

1. Write the names of any two CRS companies used by travel agents.

2.largest cruise company in the world.

A) Star cruise

B) Carnival Corporation

C) Royal Caribbean

D) Genting Ltd

3. What is meant by “Halo-effect”?

4. Which one of the following is not a part of the organizational structure of a large travel/ tour company?

A) Managerial hierarchy of top level

B) Junior level managers

C) Assistants

D) Associate

5. Expand the term IH&RA.

Q. 3 Answer the given questions

(1 x 6 = 6 marks)

1. Which one of the following is not a UK travel agency

A) Multiples

B) Miniples

C) Independent

D) Mega

2 Thebegan to regulate the fair system to insure a free and competitive market for both travellers and airlines.

A) Commercial Aeronautics Board

B) Civil Aeronautics Board

C) Civil Aviation Board

D) Civil Aeronautics Authority

3. Who is the end user in the chain of marketing channel?

A) Producer

B) Wholesalers

C) Retailers

D) Consumers

4. _____ pricing is generally printed in the tour brochures for the forthcoming season

A) rack rate pricing

B) Per unit pricing

C) Per season pricing

D) Seasonal pricing

5. Which statement is incorrect in terms of GIT

A) Gross Profit B) Mark up C) Net rate D) Cost to the company

5. Which of the following was the outbound package tour for Indian customers organized by SOTC?

A) Duniya Dekho B) World famous tour C) Hamara desh D) Our World

Q. 6 Answer the given questions (1 x 5 = 5 marks)

1. _____ cost includes porter age charges at airport and railway stations , tips at hotel and airports , entrance fees, insurance premiums, gifts and welcome dinners

A) Implicit cost B) Explicit cost

C) Miscellaneous cost D) Cost

2. The itinerary that provides a narrative of the planned activities & destinations visited also used for marketing purposes

A) Descriptive B) Skeletal C) Technical D) Partial

3. Which of the following is NOT the essential pre-requisites for Domestic Tourism Development?

A) SUVIDHA B) SURAKSHA C) SOOCHNA D) SAMARTH

4. Which one of the following is not a major GDS system?

A) World span B) Amadeus C) Delta D) Galileo

5. Explain the concept of 'Holiday Supermarket'

SECTION B: SUBJECTIVE TYPE QUESTIONS

Answer the given questions on Employability Skills (2 x 3 = 6 marks).

Answer each question in 20 – 30 words.

7. What are SMART Goals? 2

8. What is the difference between MAX and MIN functions in Calc? Explain with example. 2

9. What are "The Big Five, global traits"? 2

Answer of the given questions in 20 – 30 words each (2 x 3 = 6 marks)

10. List the Prerequisites of Itinerary Preparation. 2

11. Give the full form of ATOAI and also state the type of tourism they promote. 2

12. List the benefits of sound organizational structure of travel company to travel business. 2

Answer the given questions in 30– 50 words each

(3 x 2 = 6 marks)

13. Write a short note on main activities in which UFTAA is involved for promoting tourism.(state any three points) 3

14. What is the role of Worldspan in tourism industry? 3

Answer the following questions in 50– 80 words each

(4 x 3 = 12 marks)

15. Explain any four components of Tour Cost. 4

16. Explain Shipping? 4

OR

Explain the mechanism of operating travel agency.

17. “Effective integration between government and professional bodies can deliver significant benefits”. Elucidate the statement. 4

OR

As a Travel Agent explain the historical background of GDS.

MARKING SCHEME

SECTION A: OBJECTIVE TYPE QUESTIONS

Q. 1

1. B) Entrepreneurial competencies
2. A) spreadsheet
3. D) Obsessive
4. C) Mental

Q. 2

1. SABRE, Amadeus CRS, Galileo CRS, Worldspan
2. B) Carnival Corporation
3. Airline could be programmed to display their airline's information ahead of their competitors in an effort to distort consumer choice. This was compounded by the natural tendency of the travel agents to book flights with the carriers providing the CRS terminals is known as 'halo -effect'
4. D) Associate
5. The International Hotel and Restaurant Association

Q. 3

1. D) Mega
2. B) Civil Aeronautics Board
3. D) Consumers
4. A) rack rate pricing
5. C) the importance is given to individual tourist
6. D) Electricity and Telephone Bill

Q. 4

1. World Travel Agents Associations Alliance
2. C) Cost
3. A) Meetings Incentives Conferences Expositions

4. C) freedom tours

5. All the conventional package tours include the luxury coach services provided it is a group travel. Each tourist coach is customized with elevated bucket Seats, white window glass, micro phone, air conditioning, and refrigerator. For example the KPN travel provides luxury Volvo coach services for sightseeing and excursion trips.

Q. 5

1. C) SuperStar Leo

2. A) costing

3. A) creeks

4. D) Cost to the company

5.B) World famous tour

Q. 6

1. C) Miscellaneous cost

2. A) Descriptive

3. D) SAMARTH

4. C) Delta

5. The concept in which customers choose their holiday from brochures on racks and the book it from a counter.

SECTION B: SUBJECTIVE TYPE QUESTIONS

7. S.M.A.R.T. is an acronym for the 5 steps of specific, measurable, attainable, realistic, and timely goals. It's a simple tool used by businesses to go beyond the realm of fuzzy goal-setting into an actionable plan for results.

8. MAX Function The MAX function is used to find the maximum of numbers in a given range of cells. For example, Formula Result =MAX(74;102;134) 134

MIN Function The MIN function is used to find the minimum of values in the given range of cells. For example MIN(74;102;134) 74

9. Extraversion: Gregarious, assertive and sociable.(Opposite reserved, timid, quiet.)

- Agreeableness : Cooperative, warm and agreeable.(Opposite cold, disagreeable and antagonistic)

- Conscientiousness : Hardworking, organized and dependable(lazy, disorganized and unreliable)

- Emotional stability : Calm, self-confident and cool(insecure, anxious and depressed)

10. Approximate dates or month of Travel , Total no.of pax, Mode of Transportation , class of Accommodation, Local Transportation ,Budget, Extra Service.

11. ATOAI stands for Adventure Tour Operators' Association of India. it is a national body comprising more than 150 members across the country and abroad actively promoting Adventure and Eco Tourism in India.

12. Develop sound and up to date management practise, system and structure.

Develop effective leadership

Growth and diversification

Optimum use of human asset stimulates creativity,

Effective coordination between various department

13. The United Federation of Travel Agents' Associations (UFTAA) emanates from the Universal Federation of Travel Agents' Associations created in Rome, Italy, on November 22nd, 1966.

UFTAA effectively represents Travel Agents and Tour Operators views on both Inbound and Outbound travel by continuous dialogue and consultation with other international organizations such as the International Air Transport Association (IATA), the International Hotel and Restaurant Association (IH&RA) the International Union of Railways (IUR), the International Road Union (IRU), and the International Chamber of Commerce (ICC) to mention only a few.

UFTAA has consultative status with the UN/NGO/ECOSOC, and works closely with other world bodies such as UNESCO, WHO etc. for a sustainable and responsible tourism.

UFTAA's mission is to be an international forum where matters affecting the world travel

14. Worldspan is the global leader in Web based travel e-commerce and a foremost provider of travel technologies and services for thousands of travel related companies worldwide, including airlines, travel suppliers, travel agencies, web sites and corporations.

Worldspan transforms global travel distribution and transaction processing with industry leading fares, pricing, shopping and booking technologies, enabling travel companies to reduce costs, increase productivity and build revenues.

Worldspan provides worldwide electronic distribution of travel information, internet Worldspan is currently connected to: 21,000 travel agencies in nearly 90 countries and territories, 421 airlines approximately, 210 hotel companies, 40 car rental companies, 39 tour and vacation operators, 44 special travel service suppliers

15. The sum total of cost components of a package tour is known as the cost of package sold. However, the process of ascertaining a package cost becomes complicated, if it not done with a established budget.

Generally, a package tour includes the cost of travel and ground services. Thus, the cost components of a package tour include:

Research and Product Development: The expenditure on market research is used to conduct study on the travel behaviour and motivations of customers. It incurs cost to prepare a survey report.

Travelling and Transfer:- The expenditure on market research is used to conduct study on the travel behaviour and motivations of customers. It incurs cost to prepare a survey report.

Accommodation: The cost of booking rooms constitutes one third of total cost of package tour. Tour operators get best possible room rate after negotiations.

Sightseeing & Activity:- Tour operators arrange several value-added activities in sightseeing and excursion tours. The cost of activity is equally divided across the members of group

Training and Development:- The cost of training staff is indirectly included in total cost. Tour operators hire the trainers for in-house training or send the staff and senior managers to professional institutes

Marketing and Sales Promotion:- Marketing cost includes advertising and sales promotion. The sales promotion includes discounts, commission and other benefits to the travel agents and customers.

Printing and Publicity,- The cost of printing tour brochures is included in total tour costing. The cost of foreign promotional tour is included in total cost of package tour.

Payment of Interest: Tour operators incur the cost of payment of interest to the banks on the investment of capital to run the business.

Depreciation of Assets:- Tour operators incur depreciation cost in the long run due to the obsolete nature of software and hardware, and electronic gadgets.

Miscellaneous Cost: This cost includes porter age charges at airports and railway stations, tips at hotels or airports, entrance fees, insurance premiums, gifts and welcome dinners.

16. The shipping is the physical process of transporting commodities and merchandise goods and cargo by sea, and is extended in American English to refer to transport by land or air. Logistics is a term borrowed from the military environment, is also fashionably used in the same sense.

Land or “ground” shipping can be train or by truck. In air and sea shipments, ground transport is required to take the cargo from its place of origin to the airport or seaport and then to its destination because it is not always possible to establish a production facility near

ports due to limited coastlines of countries. Ground transport is typically more affordable than air, but more expensive than sea especially in developing countries like India, where inland infrastructure is not efficient. Shipment of cargo by trucks, directly from the shipper's place to the destination, is known as a door to door shipment and more formally as multimodal transport. Trucks and trains make deliveries to sea and air ports where cargo is moved in bulk.

Much shipping is done aboard actual ships. An individual nation's fleet and the people that crew it are referred to as its merchant navy or merchant marine. Merchant shipping is like lifeblood to the world economy, carrying 90% of international trade with 102,194 commercial ships worldwide.

OR

A travel agency's main function is to act as an agent, selling travel products and services on behalf of a supplier. Consequently, unlike other retail businesses, they do not keep a stock in hand. A package holiday or a ticket is not purchased from a supplier unless a customer requests that purchase. The holiday package or ticket is supplied to them at a discount. The profit is therefore the difference between the advertised price which the customer pays and discounted price at which it is supplied to agent. This is known as commission. In many countries all individual or companies that sell tickets are required to be licensed as a travel agent. In some countries airlines have stopped giving commission to travel agencies. Therefore travel agencies are now forced to charge a percentage premium or a standard flat fee, per sale, however some companies still give them a set percentage for selling their product. Major tour companies can afford to do this because if they were to sell a thousand trips at cheaper rates, they still come out better than if they sell a hundred trips at higher rates. This process benefits both the parties. It is also cheaper to offer commission to travel agents rather than engage in advertising and distribution campaigns without using agents.

17. Co-ordination of development and marketing budgets and activities

Improved communication and understanding and mutual respect between local authority and industry

Improved resource efficiency

Non duplication of activities

Coordinated research and development activities

A collective "voice" for the industry, increasing power and influence

Engagement of industry and the community to deliver sustainable tourism objectives

Coordinated, targeted and cost effective marketing/promotion

OR

GDS have evolved from first computer based reservation systems implemented by several U.S. airlines in the late 1960s and early 1970s. • This distributed system was paralleled by increases in computing and storage power; by 1978, SABRE was available in over 130 locations and could store 1 million airfares. • After deregulation in 1978, the importance of computerized reservation systems became even more apparent. Further, a CRSs owned by a particular airline could be programmed to display their airline's information ahead of their competitors in an effort to distort consumer choice. • This was compounded by the natural tendency to travel agents to book tickets with the carriers providing the CRS terminals - known as the "halo-effect". As a result in 1984 the civil Aeronautics Board began to regulate these systems to insure a free and competitive market for both travelers and airlines. • By the early 1990s, CRSs had evolved into more complex systems. In part, this was motivated by strategic alliances and mergers between U.S. and European carriers, laying true global distribution systems. In addition, the ability to leverage the Internet as a tool for expanding the presence of these booking systems was promising. In response to these developments, the United States Department of Transportation (USDOT) increased regulation of the GDS industry.

As the GDS industry continued to evolve in the 1990s, the availability of public interfaces to these systems greatly expanded, particularly with the rollout of the Internet and World Wide Web. • There are currently four major GDSs in operation, Amadeus, Galileo, Sabre and Worldspan, • GDSs can be categorized in the following way: 1) airline websites; 2) GDS-based online, travel agencies such as Travelocity, Expedia travel and orbitz. 3) opaque sites that require some type of bid/payment before knowing the actual travel schedule such as Priceline; 4) specialty low-fare sites which are analogous to a tip-sheet for selected bargains; and 5) Screen scraper sites which actually reads fare information from the screens of others sites