

TOURISM (SUBJECT CODE-806)  
CLASS XII (SESSION 2021-2022)  
SAMPLE QUESTION PAPER FOR TERM -2

Time: 1 hour 30 mins.

Maxm. Marks: 30 marks

**General Instructions:**

1. Question Paper is divided into two sections: Section A and Section B.
2. Section-A:
  - i. Multiple choice questions of 1 marks each. Answer any 5 questions out of given 6 questions.
  - ii. Very short answer of 2 marks each. Answer any 3 from the given 4 questions.
  - iii. Short answer of 3 marks each. Answer any 3 questions from the given 4 questions.
3. Section-B: Long/Essay type questions of 5 marks each. Answer any 2 questions from the 3 questions.
4. All questions of the particular section must be attempted in the correct order.
5. Please check that this question paper contains 17 questions out of which 13 questions are to be attempted.
6. The maximum time allowed is 1 hour 30 mins.

SECTION-A

Answer any 5 questions out of the given 6 questions:

1 x 5 = 5 Marks

Q.1. Who is known as the father of tourism ?

- a. Jeena and co
- b. Thomas cook
- c. Donald Trump
- d. All of the above

Q.2. The first world's international tour was from -

- a. England to Africa
- b. England to America
- c. England to Paris
- d. England to France

Q.3. Which type of tour was introduced by Thomas Cook?

- a. Inclusive tour
- b. Specialty tour
- c. Group tour
- d. Exclusive tour

Q.4. Which statement is incorrect in terms of GIT:

- a. The tourist travel in group
- b. They are always prepaid
- c. The importance is given to individual tourist
- d. Tourist feel most secure in groups

Q.5. Expand the term TAAI -

Ans: Travel Agents Association of India

Q.6. Itinerary is also known as-----

- a. Tour plan
- b. Tour product
- c. Travel facilities
- d. Tour services

VERY SHORT QUESTION: (2 marks each)

Answer any 3 questions out of the given 4 questions:

2x3 = 6 marks

Q.7. Define types of travel agencies-

Ans: There are two types of travel agencies:-

a.) Retail Travel Agency:- A retail travel agency sells tourist products directly to the public on the behalf of the product suppliers and in return gets commissions.

b.) Wholesale Travel Agency:- This agencies are specialized in organizing package tours, which are marketed to the customers/tourists through network of a retail travel agency or directly to the prospective clients.

Q.8. What is brochure?

Ans: Tour brochure depicts the places of interest, types of services, nature of operation and condition. Information related to the mode of transport, accommodation and other related services is clarified in order to avoid ambiguity and confusion. Brochures are sent to the wholesale and retail travel agents for sales promotion.

Q.9. Define travel agents.

Ans: A travel agency is a private retailer or public service that provides tourism related services to the public on the behalf of suppliers such as airline , car rentals, cruise lines, hotels, railways and package tours.

Q.10. What do you mean by costing?

Ans: Tour cost is represented as the total cost incurred to various elements of package tour. the sum of costs for the booking services is incurred to design the FIT and SIT tour packages.

SHORT QUESTIONS: ( 3 marks each )

Answer any 3 questions out of the given 4 questions:

3x3=9 marks

Q.11. Discuss the concept of freedom tours.

Ans: Tour is arranged as per the demand of customers. It is a freedom of customers to select the travel. The selection of places of interest and components of package tour is decided as per the wish and budget of the customers. There can be a small or large groups with maximum freedom of deciding how, when and where to travel, stay and halt.

Q.12. What do you mean by host tour ?

Ans: A hosted tour is handled by the ground operator or destination management agency as representative of wholesale tour operator for making ground services like cab, guide, confirmation of hotel rooms, toll taxes, entry tickets etc. as per the contract. It provides a traditional reception upon the arrivals of guests at the airports or railway stations.

Q.13. Explain the types of Tour Itinerary.

Ans: There are three types of itineraries:-

i.) Skeletal:- Proposed and Preliminary Schedule of activities.

ii.) Technical:- Specifies the details like the departure schedules, duration of sightseeing, land travel times, type of accommodation and so on.

iii.) Descriptive:- Provides a narrative of the planned activities and destination visited. It is produced for marketing purposes.

Q.14. What do you mean by car travels?

Ans: It is usually an independent means of transport. The driver decides where, when and how he is going to get a destination. It is usually cheaper since road fees are not directly paid but are rather from taxes. Car transport is the dominant mode in the world tourism (77% of all journey), Notably because of advantages such as flexibility, price and independence.

## SECTION - B

### LONG/ ESSAY TYPE QUESTION (5 marks each)

Answer any 2 questions out of the given 3 questions:

2x5 = 10marks

Q.15. Discuss the pricing strategies in tour packages.

Ans: The Pricing Strategies are:-

- i.) Cost Pricing: This is used to make over the cost in order to reach at the break even point.
- ii.) Competition based pricing: This pricing strategy takes toll of the prices of its competitions in order to tag the price of its own product.
- iii.) Consumer based pricing: This type of pricing is primarily set to target customers by taking the affordability and the quality of purchase into considerations.
- iv.) Pack rate pricing: It is a full rate before discount are given.
- v.) Seasonal Pricing: A wide mix of pricing of package is set to cater low, high and shoulder seasons as tourism is largely driven by season.
- vi.) Last minute pricing: It is a common method of giving discount from daily coated prices in order to booking close.
- vii.) Per person pricing and per unit pricing.

Q.16. Explain the linkage between transportation and tourism.

Ans: Since the 1970s where tourism became increasingly affordable for developed economies the number of international tourists has more than doubled. The expansion of international tourist has large impact on the discipline of transport geography. As of 2010, 877 million international tourist receipts were accommodated for, representing more than 10% of the global population. Tourism dominantly takes place in Europe and North America. Travelling has always been an important feature of the society. First the explorers traded the world to learn more about geographical regions potential markets and to exploit resources.

Unsurprisingly, travelers from developed countries, particularly Europe are facing the least restriction while travelers from developing countries are facing a much more stringent array of restrictions. Another dimension concerns the provision of infrastructures. If the public sector does not cope with the demand in terms of transport infrastructures, the tourist industry might be in impaired in its development. In order to access the transportation mode. However, air transport is the main mode for international tourism, which normally entails travel over long distances.

Q.17.Explain the different types of cruise lines.

Ans: Star Cruise: Star Cruises are a member of genting. Hong Kong is the third largest cruise line in the world behind companies such as Carnival Corporation and Royal Caribbean Cruises. Star cruise is owned by Genting Hong Kong who also owns 50% of the Norwegian Cruise Line.

Star Cruises is credited with almost-single handedly developing the cruise industry in the Asia-Pacific region. Its services cater to Asian passenger as well as to North Americans, Europeans and Australians interested in Asian destination. Star Cruises was founded as an associate of the Genting Group OF Malaysia, incorporated with Bermuda in 1993.

In 1998 Star Cruises took delivery of its first new build Superstar Leo Line. In 1999 it took the delivery of Superstar Virgo Line.