

**MARKING SCHEME of SAMPLE QUESTION PAPER
TRAVEL AGENCY AND TOUR OPERATIONS BUSINESS (757)
Class XII
2018-19**

Time: 3Hours

Max. Marks:60

General Instructions:

1. *Question paper is divided into two sections: Section-A and Section- B.*
2. **Section–A:**
 - i. *Multiple choice question/Fill in the blanks/Direct Questions of 1 mark each. Answer any 10 questions out of the given 12 questions.*
 - ii. *Very Short Answer of 2 marks each. Answer any 5 questions from the given 7 questions.*
 - iii. *Short Answer of 3 marks each. Answer any 5 questions from the given 7 questions.*
3. **Section–B:** *Long/Essay type questions of 5 marks each. Answer any 5 questions from the given 7 questions.*
4. *All questions of a particular section must be attempted in the correct order.*
5. *Please check that this question paper contains 33 questions out of which 25 questions are to be attempted.*
6. *The maximum time allowed is 3 hrs.*

SECTION –A

Answer any 10 questions out of the given 12 questions:

1. Who is known as the Father of the Travel Agency Business (1)
 - a. **Thomas Cook**
 - b. Jeena and Co.
 - c. Lee and Muirhead
 - d. Cox and kings
2. A wholesaler who sells package tours is called a _____ - (1)

- a. Travel Agent
 - b. Travel agency
 - c. Tour operator**
 - d. None of the above
3. A concept in which customer choose their holiday from brochures on racks and then book it from counter. (1)
- a. Holiday super market concept**
 - b. Holiday service market concept
 - c. Holiday super market contract
 - d. Holiday service market contract
4. CRS stands for (1)
- a. Computer Reservation system**
 - b. Customer Reservation system
 - c. Consumer Reservation system
 - d. Computer Reservation software
5. Which of the following is not a activity of Travel Agency? (1)
- a. ticketing
 - b. documentation
 - c. insurance
 - d. planning**
6. POSD stands for: - (1)
- a. Point of service delivery**
 - b. Point of sales duration
 - c. Point of special days
 - d. none of these
7. Itinerary is also known as (1)
- a. Tour Plan**
 - b. Tour Product
 - c. Travel Facilities
 - d. Tour services
8. A tour accompanied by qualified, trained and experienced tour managers or guides is called (1)
- a. Independent Tour
 - b. Incentivized Tour
 - c. Escorted Tour**
 - d. Hosted Tour
9. MICE stands for:- (1)
- a. Meetings Incentives Conferences Expositions**
 - b. Meetings Incentives Customer Expositions
 - c. Meetings Incentives Conferences Expenditure
 - d. Money Incentives Conferences Expositions

10. It is Common method of giving discounts from the daily quoted prices in order to close bookings (1)
 a. Per Unit Pricing
b. Last Minute Pricing
 c. Seasonal Pricing
 d. Rack Rate Pricing
11. The value release or the acquisition of economic resources in order to take managerial decisions is called (1)
 a. Tour
 b. Services
c. Cost
 d. None of these
12. Which of the following is not the global leader (1)
 a. World span
 b. Sabre
 c. International
d. World Wide web

Very Short Questions: (2 marks each).

Answer any 5 questions out of the given 7 questions:

13. Write the meaning of travel Business. (2)

Ans13 Travel business is an economic activity which is related with continuous and regular buying and selling of travel related services satisfying human wants.

- 14 What are the elements of a travel agent? (2)

Ans14 The travel agents should have the following elements.

1. Adventurous
2. Good Communication skills
3. Customer Service skills
4. Detail oriented
5. Organizational skills
6. Sales skills
7. Knowledge of Destination
8. Diplomatic

- 15 What is the importance of transportation? (2)

Ans15 Transportation has been an integral part of the tourism industry, it links tourists with various tourists attractions. Tourism sector is one of the important sectors of the economy. Many countries take advantage of covering the budget deficit with the help of profits coming from tourism.

- 16 List the difference between FIT and GIT (2).

Ans16 FIT stands for free individual traveller .These are wealthy and affluent travel as they like and travel individually. This class of tourists get their tours tailored by their travel agents. They know where they want to go

and how many days they want to spend at each place and what category of hotel and transportation they want.

GIT stand for Group Inclusive tour. These are tourist in groups as they find that by travelling in a group they can enjoy an economic tour. The group tours are always prepaid, partly or fully. They feel more secure because they are in company with others and also there is always a tour leader on a tour.

17 Discuss the concept of Freedom tours (2).

Ans17 Tour is arranged as per the demand of customers. It is a freedom of customer to select the travel. The selection of places of interest and components of package tour is decided as per wish and budget of customers. This tour is designed for the working class people.

18. What do you mean by costing? Write its types. (2)

Ans18 Cost is explained as the sum total of all expenditures for buying the principal and ancillary services. It is the amount of expenditure that may be actual or notional incurred on buying services.
Types Direct cost, indirect cost, fixed cost.

19 What are the benefits of professional bodies for tourism industry? (2)

Ans19 Benefits of professional bodies are

1. Provide trading networking and knowledge sharing platforms.
2. Provide best practice guidelines on products and policies and represent its members at industry events worldwide.
3. Promote the personal, social, economic and cultural benefits of youth travel and international education by working in partnership with government and tourism boards world wide.

ShortQuestions: (3marks each).

Answer any 5 questions out of the given 7 questions:

20. Discuss the functions of travel agency. (3)

Ans20 The functions of travel agency are

1. An important link between the clients and principal suppliers.
2. Image builder
3. Ensures rapid travel service.
4. Provider of authentic and reliable travel information.
5. A social and continuous process
6. Establish good relationship with clients and vendors
7. Information provider, ticketing, tour packages, Documentations, foreign exchange, insurance.

21. Write the importance of travel documentation (3).

Ans21 The travel documents required for both domestic and International

travel are also provided by the travel agent, The various documents handled by travel agency is Passport, VISA, Health certificate etc. The documentation may be vary but they are must for travelling to each destination. The documents are required for the domestic, inbound, and outbound tourists.

22 Explain LCC. (3)

Ans22 LCC stands for Low cost Carrier Southwest airlines could carry passenger from Tampa to Seattle and back.

23. Explain the three types of tour itinerary. (3)

Ans23 Three types of tour itineraries:

1. Skeletal: proposed and preliminary schedule of activities
2. Technical: specifies the details, like the scheduled transportation, arrival and departure schedules, duration of sightseeing, land travel time, type of accommodation and so on.
3. Descriptive: provides narrative of the planned activities and destinations visited. It is produced by marketing purposes.

24 . What is brochure? Explain the importance of tour brochure. (3)

Ans24 Tour brochure depicts the places of interest, types of services, nature of operation and conditions. Information related to mode of transport, accommodation and other related services is clarified in order to avoid ambiguity and confusion. It is usually written in simple and lucid language. The introductory part of the brochure illustrates background and areas of tour operation. The subsequent pages highlight on the information related to arrivals, departures etc. In nutshell a tour brochure includes the booking form and booking conditions including meal plans and ground services.

25 Describe the interrelated components of tourism with examples. (3)

Ans25 The tourism industry is based on many different components and interrelated parts. For example transport, accommodation, activities, attractions, marketing and government regulations. The tourism industry includes:

The components which enables the tourists to travel to and from the destination.eg. travel agents, airlines, bus, tour operators etc.

The human component of tourism (the labour force) Public sectors and government agencies.

26 What do you mean by Global distribution system? (3)

Ans26 Global distribution system is a travel agency network that enables interconnectedness between airline computer reservation system and travel agency terminals. It is distinct from a computer reservation system which is reservation system used by airlines. GDS is used by travel agents to make reservation on various airlines reservation systems. GDS differs from an airline CRS in one critical aspect, A GDS holds no inventory of its own. The inventory is held in various airlines systems. When a travel agency terminal requests a reservation on the service particular airline the GDS system routes the request to the appropriate CRS.

SECTION-B

Long/Essay type questions (5 marks each)

Answer any 5 questions out of the given 7 questions:

27. What are the basis for the classification of tour operators? **(5)**

Ans27 The basis for the classification of tour operators are:

1. Inbound tour operators: These are also known as incoming tour operators. Technically the operators who receive guests, clients/tourists and handle arrangement in the host country are called inbound tour operators.
2. Out bound tour operators: tour operator who promotes tours to foreign destinations, may be business tours or leisure tours are called out bound tout operators.
3. Domestic tour operators: These are those who assemble and combine tourist components into inclusive tours and sell it to domestic travelers. These operators provides travel services within the boundary of home country.
4. Destination Management Companies/ground operators: These are commonly known as handling agencies and their main function is to organize tour arrangements for incoming tourists on behalf of overseas operators.

28. Explain the mechanism of operating travel agency **(5).**

Ans28 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.

29. Briefly explain the role of National highways Authority of India in Indian railways. **(5)**

Ans29 The national highways authority of India was constituted by an act of parliament, the National highways authority of India act 1988. It is responsible for the development, maintenance and management of national Highways entrusted to it and for matters connected or incidental thereto.

The authority was operationalised in Feb, 1995 with the appointment of full time chairman and other members.

NHAI is mandated to implement NHDP which is

- India's largest ever highways project
- World class roads with uninterrupted traffic flow

30. Discuss the process of itinerary planning? **(5)**

Ans30 Identify the number of days you will have on ground. Include air travel days so everyone's flight arrivals and departures can be included, and travelers know where to go on the first day.

Include the names, addresses, phone and fax numbers of hotels or private homes as well as time difference. Pay particular attention to potential days related to airport check in travel to and from airports or train stations, car rental distances between attractions.

Resist the impulse to over plan. Some destinations don't confirm to schedules, so stay flexible and be open to spontaneous opportunities.

Contact tourism boards at the destination for brochure coupons or referrals.

Keep all pertinent trip information in one file.

Compile a list of flexible tasks to fill spare time and wait for connections.

31. Elaborate the components of package tours. **(5)**

Ans31 The elements of a package tour determine the sale of package tour in travel market. The components are following:

1. Accommodation
2. Sightseeing tour
3. Airlines
4. Railways
5. Car rental service
6. Luxury coach service
7. Cruise or ferry service
8. Event services
9. Insurance
10. Ground handling services
11. Miscellaneous services

32. Discuss the pricing strategies in tour packages **(5).**

Ans32 The pricing strategies are:

1. Cost based pricing- this is used to make over the cost in order to reach at the breakeven point.
2. Competition based pricing- this pricing strategy takes tab of the prices of its competitors in order to tag the price of its own product.
3. Consumer based pricing- this type of pricing is primarily set to target customers by taking the affordability and the quality of purchase into considerations.
4. Rack rate pricing: it is a full rate before discounts are given.
5. Seasonal pricing: a wide mix of pricing of package is set to cater low, high and shoulder seasons as tourism is largely driven by the season.
6. Last minute pricing- it is common method of giving discount from the daily coated prices in order to close bookings.
7. Per person pricing and Per unit pricing.

33. Explain the role of Amadeus in integrating travel services across the world.(5)

Ans33 Amadeus is a global distribution system and technology provider that serves the marketing, sales and distribution needs of the worlds Travel and Tourism industry. It has a comprehensive data network and database that is among the largest of their kind in Europe serving more than :

217 markets worldwide, over 100 million visitors per month

90,274 travel agency locations

75,284hotel properties,490 airlines

17 cruise lines, 29,663 airlines sales office locations

22 car rental companies.

As well as other provider groups like ferry and rail services tour operators and insurance agencies. By this we can say Amadeus is helpful in integrating travel services across the world.