

CBSE – DEPARTMENT OF SKILL EDUCATION

TOURISM (SUBJECT CODE-806)

MARKING SCHEME OF Sample Question Paper

Class XII (Session 2019–2020)

Time: 3 Hours

Max. Marks: 60

General Instructions:

1. *This Question Paper consists of two parts viz. Part A: Employability Skills and Part B: Subject Skills.*
2. **Part A: Employability Skills (10 Marks)**
 - i. *Answer any 4 questions out of the given 6 questions of 1 mark each.*
 - ii. *Answer any 3 questions out of the given 5 questions of 2 marks each.*
3. **Part B: Subject Skills (50 Marks):**
 - i. *Answer any 10 questions out of the given 12 questions of 1 mark each.*
 - ii. *Answer any 5 questions from the given 7 questions of 2 marks each.*
 - iii. *Answer any 5 questions from the given 7 questions of 3 marks each.*
 - iv. *Answer any 3 questions from the given 5 questions of 5 marks each.*
4. *This question paper contains 42 questions out of which 30 questions are to be answered.*
5. *All questions of a particular part/section must be attempted in the correct order.*
6. *The maximum time allowed is 3 hrs.*

PART A: EMPLOYABILITY SKILLS (10 MARKS)

Answer any 4 questions out of the given 6 questions of 1 mark each:

S.NO.	QUESTIONS	MARKS
1.	Listening is _____ Process. a. Active b. Passive c. Bothe the above	(1)
2.	Which of the following are the sources of motivation and inspiration _____ a. Music b. Books c. Both of the above	(1)
3.	Dreaming big is a journey not a destination a. True b. False	(1)
4.	Which of the following is not advantages of the spreadsheet? a. Built-in function makes calculations easier, faster, and more accurate. b. Large volumes of data cannot be manipulated. c. Data can be exported to or from other software.	(1)

5.	Entrepreneurship is a process of_____ <ul style="list-style-type: none"> a. Developing business plans b. Launching and running business using innovation. c. Both of the above. 	(1)
6.	Green jobs are required to plan_____ <ul style="list-style-type: none"> a. Destination management b. Destination manager, Trainer c. Both of the above. 	(1)

Answer any 3 questions out of the given 5 questions of 2 marks each:

7.	Describe active listening? Ans. Active listening refers to the act of making a conscious effort to perceive the sound.	(2)
8.	Why self motivation is important? Ans. <ul style="list-style-type: none"> 1. It increases the individual's energy and activity. 2. It directs an individual towards specific goals. 	(2)
9.	Write the few components of Open Office Impress Window? Ans. <ul style="list-style-type: none"> • Tital Bar • Menu Bar • Standard Bar • Formatting Bar 	(2)
10.	What are the key Problems an Entrepreneur may face while running a business? Ans: <ul style="list-style-type: none"> 1. Idea: What should my business idea be? How do I know that this idea will work? 2. Money: How much money should be raised to start a business? 	(2)
11.	What is the role of Green Job in Toxin free House? Ans: In our daily lives we do household work, that releases harmful gases into the atmosphere and contributes to the warming of our planet. Green Jobs will promote the usage of ecofriendly raw materials and conserve energy through Reuse, Reduce, Recycle, Use less heat and reconditioning etc.	(2)

PART B: SUBJECT SKILLS (50 MARKS)

Answer any 10 questions out of the given 12 questions:

12.	Expand the term TAAI. Ans. Travel Agents Association of India	(1)
13.	Who is known as the father of Travel Agency Business? Ans. Mr. Thomas Cook	(1)
14.	Write two examples of Air transport? Ans. <ul style="list-style-type: none"> 1. Aero plane 2. Helicopter 	(1)

15.	Write the full form of NHAI. Ans. The National Highways Authority of India (NHAI)	(1)
16.	Itinerary is also known as _____ Ans. a. Tour Plan b. Tour Product c. Travel Facilities d. Tour services	(1)
17.	GIT Stands for Group Inclusive tour. (Correct/ Incorrect) Ans. Correct	(1)
18.	A tour accompanied by qualified, trained and experienced tour managers or guides is called _____ Ans a. Independent Tour b. Incentivized Tour c. Escorted Tour d. Hosted Tour	(1)
19.	Identify the correct form of EP. Ans. a. European Plan b. English Plan	(1)
20.	What is Rack Rate Pricing? Ans. It is full rate before discounts are given. It is generally printed in the tour brochures.	(1)
21.	Accommodation is the cost component of package tour?(True/False) Ans. True	(1)
22.	Extend the term IATO. Ans. The Indian Association of Tour Operators (IATO).	(1)
23.	CRS stands for _____ Ans. a. Computer Reservation system b. Customer Reservation system c. Consumer Reservation system d. Computer Reservation software	(1)

Answer any 5 questions out of the given 7 questions of 2 marks each:

24.	Write the meaning of travel business. Ans. Travel business is an economic activity which is related with continuous and regular buying and selling of travel related services satisfying human wants.	(2)
25.	What are the elements of a travel agent? Ans. 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.	(2)

26.	Explain LCC. With suitable example. Ans. LCC stands for Low cost Carrier. Ex.Southwest airlines could carry passenger from Tampa to Seattle and back.	(2)
27.	Explain the term FIT? Ans. FIT stands for free individual traveler 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.	(2)
28.	Discuss the concept Ground Handling service. Ans. 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.	(2)
29.	Write the meaning of costing. List down various types of the same. Ans. 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.	(2)
30.	What are the benefits of professional bodies for tourism industry? Ans. 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.	(2)

Answer any 5 questions out of the given 7 questions of 3 marks each:

31.	Discuss the functions of travel agency. Ans. 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.	(3)
32.	Define Travel Agents? Ans. A travel agency is a private retailer or public service that provides tourism related services to the public on behalf of suppliers such as airlines, car rentals, cruise lines, hotels, railways, and package tours.	(3)
33.	What are the pre-requirements for Itinerary Preparation? Ans. 1. Approximate date or month of travel. 2. No. of Pax 3. Mode of Transport 4. Class of accommodation 5. Budget 6. Local transportation 7. Sightseeing & Guide service	(3)

	8. Extra services.	
34.	<p>Explain the types of Tour Itinerary? Ans. There are three types of itineraries.</p> <ol style="list-style-type: none"> 1. Skeletal: Proposed and preliminary schedule of activities. 2. Technical: Specifies the details, like the departure schedules, duration of sightseeing, land travel time, type of accommodation and so on. 3. Descriptive: provides a narrative of the planned activities and destinations visited. It's produced for marketing purposes. 	(3)
35.	<p>List out the cost components of package tour. Ans. The cost components of a package tour include:</p> <ol style="list-style-type: none"> 1. Research and product development 2. Travel cost 3. Accommodation 4. Transfers 5. Food & Beverage 6. Sightseeing and Activity 7. Marketing and sales Promotion 8. Administrative & Investment 9. Miscellaneous cost 	(3)
36.	<p>Explain NTO. Ans. The National Tourist Organisation (NTO) is the body responsible for the formulation and implementation of national tourist policy. It is the proper agency and instrument for the execution of the national government's responsibilities for the control, direction and promotion of tourism. NTO will have four main areas of responsibility:</p> <ol style="list-style-type: none"> 1. Marketing 2. Research and cooperate Planning. 3. Development. 4. Finance and administration. 	(3)
37.	<p>Discuss Global distribution system. Ans. 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. 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.</p>	(3)

Answer any 3 questions out of the given 5 questions of 5 marks each:

38.	<p>What are the basis for the classification of tour operators? Ans. The basis for the classification of tour operators are:</p> <ol style="list-style-type: none"> 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, 	(5)
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	<p>may be business tours or leisure tours are called out bound tout operators.</p> <p>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.</p> <p>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.</p>	
39.	<p>Explain the different types of cruise lines.</p> <p>Ans. Star Cruises : Star Cruises 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 Cruises is owned by Genting HongKong who also owns 50% of the Norwegian Cruise Line.</p> <p>Star Cruises is credited with almost single handedly developing the cruise industry in the Asia Pacific region. Its services cater to Asian passengers as well as to North Americans, Europeans and Australians interested in Asian destinations. Star Cruises was founded as an associate of the Genting Group of Malaysia, incorporated with Bermuda in 1993.</p> <p>In 1998 star cruises took delivery of its first new build Superstar Leo Line.</p> <p>In 1999 it took the delivery of Superstar Virgo Line.</p>	(5)
40.	<p>Explain the components of package tours.</p> <p>Ans. The component of tour package are as follows:</p> <p>Accommodation: Accommodation is an important component of package tour and it constitutes almost one third cost of package. The star hotels, business hotels, resorts and international hotels are the conventional accommodation.</p> <p>Sightseeing Tour: It is an integral part of a package tour as it offers conducted tours to the places of tourist interest in the cities. Tour operators arrange for more activities in the sightseeing or excursion tours.</p> <p>Airlines:. An airline is the most important component in the tour package segment. This includes domestic and international flight tickets with on-board services.</p> <p>Railways: Tour operators include the train travel and other on-board services in domestic sector. It is an important mode of travel to reach various off-the-beaten-track destinations.</p> <p>Car Rental Service: Luxury car service is an important element of package tour as it is primarily needed at the time of arrival, departure and sightseeing.</p> <p>Insurance: Tour packages are insured for compensation to the tour operators or guests in the event of cancellation. Thus, insurance is included in the package tour.</p> <p>Event Services: Tour operators take the services the MICE operators for the purpose of booking venues, food, conference kits, and pre & post-conference sightseeing programmers.</p>	(5)
41.	<p>Discuss the pricing strategies in tour packages.</p> <p>Ans. The pricing strategies are:</p> <ol style="list-style-type: none"> 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. 	(5)

42.	<p>What is the procedure for establishing travel agency/tour operations as per the rules of IATA in India?</p> <p>Ans. Travel/ tour companies need to obtain approval and recognition from IATA, authorizing them to serve as sales agents and allowing them to write tickets and collect commissions from the air transport enterprises. The following are the main rules which are prescribed by the IATA for the recognition of travel/ tour companies in India:</p> <ol style="list-style-type: none"> 1. All applications for recognition shall be addressed to the Director, Agency Investigation Panel (AIP), IATA, New Delhi, India. 2. The application for the grant of approval shall be in the prescribed form. 3. The objective of the recognition shall be to promote and develop travel industry in the country. 4. The company has to be in the business for at least one year. 5. The company has at least two staff members qualified from IATA approved institutions. 6. It should have security for the control of airlines ticket block. 7. It should have sound financial credibility and have the ability to generate business. 8. The company must attach an audited annual report with the application form. 9. The agency must attach the statement of international sales with the application form. 10. The Association reserves the right to withdraw at any time the recognition already granted without assigning any reason. 	(5)