

**SAMPLE QUESTION PAPER**  
**Senior Secondary**  
**Tourism (337)**

**TIME: 3 Hrs.**

**M.M. -100**

---

**Note:**

- i. There are 53 questions in all divided into two parts.
- ii. All questions are compulsory.
- iii. Marks for each question are indicated against it.
- iv. Section A consists of
  - A. Q. No. 1 to 17 are Multiple Choice type questions (MCQs) carrying 1 mark each. Select and write the most appropriate option out of the four options given in each of these questions. An internal choice has been provided in some of these questions. You have to attempt only one of the given choices in such questions.
  - B. Q. No. 18 to 35 are Objective type questions carrying 2 marks each (with 2 sub-parts of 1 mark each). Attempt these questions as per the instructions given for each of the questions.
- v. Section B consists of
  - A. Q. No. 36 to 45 consists of very short questions carrying 2 marks each to be answered in the range of 30 to 50 words.
  - B. Q. No. 46 to 51 consists of short Answer type questions carrying 3 marks each to be answered in the range of 50 to 80 words.
- vi. Section C consists of Q. No. 52 to 53 that are long questions carrying 6 marks to be answered in the range of 80 to 120 words.
- vii. Questions have to be attempt either from optional Module I or optional Module II in all sections.

## Section - A

Q. No.	Questions Description	Marks
1	<p>i. Which country has the largest number of time zones?</p> <p>a. Australia b. Canada c. Russia d. USA</p> <p style="text-align: center;">OR</p> <p>ii. IDL means _____.</p> <p>a. International Derivative Line b. International Date Line c. International Death Line d. International Decathlon Line</p>	1
2.	<p>Which of the following cities is nearest to the Prime Meridian passing through Greenwich?</p> <p>a. London b. Wahington DC c. Naini d. None of the above</p>	1
3	<p>i. Which one of the following is not a form of travelling under the definition of tourism?</p> <p>a. Travelling for transfer b. Travelling for leisure c. Travelling for enjoyment d. Travelling for recreation</p> <p style="text-align: center;">OR</p> <p>ii. If <math>360^\circ</math> is equal to 24 hours, then <math>15^\circ</math> is equal to _____</p> <p>a. One hour b. 30 minutes c. Two hours d. 50 minutes</p>	1
4	<p>Crossing the IDL to the east will _____ time by one day.</p> <p>a. Reduce b. Add c. No change d. None of the above</p>	1

5	<p>i. Indian Standard Time (IST) is _____ of Greenwich Mean Time.</p> <p>a. Ahead b. Behind c. Same time d. None of the above</p> <p style="text-align: center;">OR</p> <p>ii. One day is added when a person is crossing IDL from _____ to _____.</p> <p>a. East to West b. West to East c. North to South d. South to North</p>	1
6	<p>What could be the cause of annoyance to the local people by outsiders at a tourist spot?</p> <p>a. Violation of local norms b. Friendship with local people c. Purchasing local things d. Not paid for the service not rendered</p>	1
7	<p>i. Tansen was the disciple of Guru</p> <p>a. Amir Khusrau b. Nayak Gopal c. Bhatkhande d. Haridas</p> <p style="text-align: center;">OR</p> <p>ii. The flute as a musical instrument is associated with Lord _____</p> <p>a. Rama b. Krishna c. Vishnu d. Shiva</p>	1
8	<p>i. Who amongst has been awarded the Bharat Ratna?</p> <p>a. A R Rehman b. Ustad Bismillah Khan c. Ustad Zakir Hussain d. All of the above</p> <p style="text-align: center;">OR</p> <p>ii. Which of the following text was written by Bharat muni?</p> <p>a. Natyasastra b. Arthasastra c. Aryabhattachiyam d. Nitisastra</p>	1

9	<p>i. Which dance form is from the state of Gujarat?</p> <ol style="list-style-type: none"> <li>Bhangra</li> <li>Gidda</li> <li>Chhau</li> <li>Garba</li> </ol> <p style="text-align: center;">OR</p> <p>ii. Bharatnatyam is originated in which state?</p> <ol style="list-style-type: none"> <li>Kerala</li> <li>Andhra Pradesh</li> <li>Tamil Nadu</li> <li>Karnataka</li> </ol>	1
10	<p>Consider the following specific elements in the context of theatrical performances.</p> <p style="text-align: center;">String, Shadow, Rod and Glove.</p> <p>Which of the following options accurately associates with them?</p> <ol style="list-style-type: none"> <li>Street plays and Puppets</li> <li>Music and Puppets</li> <li>Music and Street plays</li> <li>Only Puppets</li> </ol>	1
11	<p>i. Which of the following was established at the four dham by Adi Shankaracharya?</p> <ol style="list-style-type: none"> <li>Mathas</li> <li>Mandirs</li> <li>Museums</li> <li>Ponds</li> </ol> <p style="text-align: center;">OR</p> <p>ii. Which one of the following was the residence of the Buddhist monks?</p> <ol style="list-style-type: none"> <li>Chatiya</li> <li>Vihara</li> <li>Griha</li> <li>Parvat</li> </ol>	1
12	<p>Which of the following sacred places is not associated with Lord Shiva?</p> <ol style="list-style-type: none"> <li>Somnath</li> <li>Amarnath</li> <li>Badrinath</li> <li>Kailash</li> </ol>	1

13	<p>Consider the following Islamic heritage site</p> <ol style="list-style-type: none"> <li>1. Hazratbal monument</li> <li>2. Hazrat Nizamuddin Aulia Dargah</li> <li>3. Charar I Sharif</li> <li>4. Erwadi</li> </ol> <p>How many of them are situated in Kashmir?</p> <ol style="list-style-type: none"> <li>a. Only one</li> <li>b. Only two</li> <li>c. Only three</li> <li>d. All four</li> </ol>	1
14	<p>Information about places of tourist interest is available from/on _____.</p> <ol style="list-style-type: none"> <li>a. Print media</li> <li>b. Audio-visual media</li> <li>c. Internet</li> <li>d. All of the above</li> </ol>	1
15	<p>i. Which of the following techniques can be utilized for selling tourism products?</p> <ol style="list-style-type: none"> <li>a. Direct selling</li> <li>b. Online selling</li> <li>c. Agency selling</li> <li>d. All of the above</li> </ol> <p style="text-align: center;">OR</p> <p>ii. Which of the following is not a component of the 5<sup>th</sup> P of the marketing-mix of the service industry?</p> <ol style="list-style-type: none"> <li>a. Product</li> <li>b. Physical evidence</li> <li>c. People</li> <li>d. Process</li> </ol>	1
16	<p>In the context of tourism marketing, which one of the following terms does not indicate features of tourism marketing?</p> <ol style="list-style-type: none"> <li>a. Inseparability</li> <li>b. Imperishability</li> <li>c. Heterogeneity</li> <li>d. All of the above</li> </ol>	1
<b>Optional Module I (Travel and Tour Operation Business)</b>		

17	<p>i. The system which has changed the way of booking tickets in the tourism industry is called the</p> <ul style="list-style-type: none"> <li>a. Global Distribution System</li> <li>b. Global Positioning System</li> <li>c. Geographic Information System</li> <li>d. Gross Domestic Produce</li> </ul> <p style="text-align: center;">OR</p> <p>ii. For international travel, information and documentation, which of the following is not a requirement?</p> <ul style="list-style-type: none"> <li>a. Passport</li> <li>b. Visa</li> <li>c. Immigration</li> <li>d. Travel Break-up</li> </ul>	1
18	<p>i. Which of the following services and products are provided by the Indian Railway Catering and Tourism Corporation?</p> <ul style="list-style-type: none"> <li>a. Rail-Neer</li> <li>b. Internet ticketing</li> <li>c. Both a &amp; b</li> <li>d. None of the above</li> </ul> <p style="text-align: center;">OR</p> <p>ii. Ground handlers/operators are also known as</p> <ul style="list-style-type: none"> <li>a. Reception operators</li> <li>b. Destination Management Companies</li> <li>c. Handling agencies</li> <li>d. All of the above</li> </ul>	1
19	<p>I provide the link between suppliers of services with tourists, connectivity of services between wholesalers, retailers and tourists, and, can even design itinerary for tourists? I could be</p> <ul style="list-style-type: none"> <li>a. A travel agency</li> <li>b. Thomas Cook</li> <li>c. Both a &amp; b</li> <li>d. None of the above</li> </ul>	1
20	<p>Pick out the kind of tour operator handles domestic tourists travelling to foreign countries:</p> <ul style="list-style-type: none"> <li>a. Inbound Tour Operators</li> <li>b. Outbound Tour Operators</li> <li>c. Domestic Tour Operators</li> <li>d. Ground Operators</li> </ul>	1
<b>Optional Module II (Hospitality Management)</b>		

17	<p>i. On the basis of the location on the outskirts of the city or town, this hotel is called a</p> <ul style="list-style-type: none"> <li>a. Downtown hotel</li> <li>b. Sub-urban hotel</li> <li>c. Airport hotel</li> <li>d. Resort</li> </ul> <p style="text-align: center;">OR</p> <p>ii. Time-share resort/hotels are classified on the basis of</p> <ul style="list-style-type: none"> <li>a. Time</li> <li>b. Duration of stay</li> <li>c. Ownership</li> <li>d. All of the above</li> </ul>	1										
18	<p>i. Which of the following is incorrectly matched?</p> <table style="width: 100%; border: none;"> <thead> <tr> <th style="text-align: center;"><b>Food</b></th> <th style="text-align: center;"><b>State</b></th> </tr> </thead> <tbody> <tr> <td>a. Jhal Muri</td> <td>West Bengal</td> </tr> <tr> <td>b. Undhiyu</td> <td>Gujarat</td> </tr> <tr> <td>c. Lal Maas</td> <td>Rajasthan</td> </tr> <tr> <td>d. Baghare Baigan</td> <td>Nagaland</td> </tr> </tbody> </table> <p style="text-align: center;">OR</p> <p>ii. Which of the following rate/prices is not offered as a discount or a service free of cost by hotels?</p> <ul style="list-style-type: none"> <li>a. Off -season Rate</li> <li>b. Rack Rate</li> <li>c. Complimentary Rate</li> <li>d. Corporate Rate</li> </ul>	<b>Food</b>	<b>State</b>	a. Jhal Muri	West Bengal	b. Undhiyu	Gujarat	c. Lal Maas	Rajasthan	d. Baghare Baigan	Nagaland	1
<b>Food</b>	<b>State</b>											
a. Jhal Muri	West Bengal											
b. Undhiyu	Gujarat											
c. Lal Maas	Rajasthan											
d. Baghare Baigan	Nagaland											
19	<p>In a hotel, I organize the pickup and drop services during arrival and departure, provide taxis, organize sight-seeing in the city and also arrange for guides and translators. I am the.....</p> <ul style="list-style-type: none"> <li>a. Front desk</li> <li>b. Concierge</li> <li>c. Steward</li> <li>d. All of the above</li> </ul>	1										
20	<p>Pick out the choice that can be included in a Crisis-handling situations in hotel</p> <ul style="list-style-type: none"> <li>a. Fire</li> <li>b. Theft</li> <li>c. Sick guests</li> <li>d. All of the above</li> </ul>	1										

21	<p><b>Identify the statements as True or False:</b></p> <p>A. i. Fetching foreign currency is a positive political impact of tourism.  ii. Water transport is used for tourism promotion in West Bengal.</p> <p style="text-align: center;">OR</p> <p>B. i. The latitude whose plane passes from the center of the earth is called the Equator.  ii. The time difference between GMT and IST is 4 hrs 30 min.</p>	1x2												
22	<p><b>Attempt the following questions:</b></p> <p>i. You are planning a trip from Delhi to Mizoram, and you need to get there quickly. Which mode of transportation would you choose?  ii. I am a transport system that provides door to door services as well as I connect with other means of transports. Who am I?</p>	1x2												
23	<p><b>Fill in the blanks:</b></p> <p>i. _____ is a musical instrument that has seven strings, two of which are made of brass.  ii. To increase the sound of the flute, it must use a _____ resonator.</p>	1x2												
24	<p><b>Match the column:</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">i. Indraprastha</td> <td style="width: 50%;">a. Anang Pal Tomar</td> </tr> <tr> <td>ii. Lal Kot</td> <td>b. Alauddin Khilji</td> </tr> <tr> <td>iii. Mehrauli</td> <td>c. Prithvi Raj Chauhan</td> </tr> <tr> <td>iv. Siri</td> <td>d. Humayun</td> </tr> <tr> <td></td> <td>e. Yuthisthira</td> </tr> <tr> <td></td> <td>f. Anang Pal Tomar</td> </tr> </table>	i. Indraprastha	a. Anang Pal Tomar	ii. Lal Kot	b. Alauddin Khilji	iii. Mehrauli	c. Prithvi Raj Chauhan	iv. Siri	d. Humayun		e. Yuthisthira		f. Anang Pal Tomar	1x2
i. Indraprastha	a. Anang Pal Tomar													
ii. Lal Kot	b. Alauddin Khilji													
iii. Mehrauli	c. Prithvi Raj Chauhan													
iv. Siri	d. Humayun													
	e. Yuthisthira													
	f. Anang Pal Tomar													
25	<p><b>Identify the statements as True or False:</b></p> <p>i. Brajabhoomi is associated with god Rama.  ii. Buddha give his first sermon at Lumbini.</p>	1x2												
26	<p><b>Attempt the following questions:</b></p> <p>i. Christianity come to India through _____.  ii. Langars are _____.</p>	1x2												



27	<p><b>Attempt the following questions:</b></p> <p>A. i. 'jina' means _____</p> <p>ii. The Svetambara sect of Jains, wear clothes of _____ colour.</p> <p style="text-align: center;">OR</p> <p>B. i. The eight-fold path is associated with _____ religion.</p> <p>ii. Kamakhya Temple is known as _____ peetha.</p>	1x2
28	<p><b>Fill in the blanks:</b></p> <p>A. i. Tourism is defined as 'the stay of a person away from the place of usual residence for _____'.</p> <p>ii. The headquarters of the United Nations World Tourism Organisation is located in the city of _____.</p> <p style="text-align: center;">OR</p> <p>B. i. According to the World Tourism Prospects, by the year 2020, _____ would be the most favoured destination.</p> <p>ii. According to World Tourism Prospects, the tourism was projected to increase in South Asia by _____ times in 2020 as compared to 1995.</p>	1x2
29	<p><b>Attempt the following questions:</b></p> <p>A. i. After which year did the number of tourism pockets grow outside of the developed countries?</p> <p>ii. Which day is celebrated as World Tourism Day?</p> <p style="text-align: center;">OR</p> <p>B. i. What is responsible for Tourism grew among the different sections of society in the developing countries?</p> <p>ii. What is the full form of UNWTO?</p>	1x2
30	<p><b>Identify True or False:</b></p> <p>i. The state of Tamil Nadu significantly contributes in domestic tourism.</p> <p>ii. The 'C' in MICE stands for Communication.</p>	1x2

31	<p>Consider the following share in International Tourist Arrivals, 2015 in five regions.</p> <ol style="list-style-type: none"> <li>1. Europe: 609 million</li> <li>2. Asia and the Pacific: 278 million</li> <li>3. America: 191 million</li> <li>4. Africa: 53 million</li> <li>5. Middle East: 54 million</li> </ol> <p>i. Calculate the percentage of maximum share.</p> <p>ii. Identify the country that comprises 23% share.</p>	1x2
32	<p><b>Attempt the following questions:</b></p> <p>A. i. In the AIDAS Model of Promotion, ‘S’ stands for _____.</p> <p>ii. The monetary value decided for the exchange of goods and services between buyers and sellers is called _____.</p> <p style="text-align: center;">OR</p> <p>B. i. _____ is a product-oriented approach.</p> <p>ii. The full form of CRM is _____.</p>	1x2
33	<p><b>Attempt the following questions:</b></p> <p>A. i. A popular form of advertising- I have recently come to India from USA. I am advertised at 700 ft to 100ft above the ground, with a maximum of 40 English alphabets, for captive audiences in cricket matches. What concept of advertising am I?</p> <p>ii. Discounts, Free Samples, Buy One Get One Free—are forms of what?</p> <p style="text-align: center;">OR</p> <p>B. i. In marketing-mix- “I am paid by the customer, I am indicative of value, and value of satisfaction in service”. Who am I?</p> <p>ii. It is a vehicle utilized to make a product or service available to the consumer. What is it?</p>	1x2
34	<p><b>Attempt the following questions:</b></p> <p>i. Promotional pricing is a strategy where products or services are temporarily offered at _____ prices to attract customers.</p> <p>ii. In penetration pricing, the initial price of the product is set _____ than the eventual target price.</p>	1x2
<b>Optional Module I (Travel and Tour Operation Business)</b>		

35	<p><b>Attempt the following questions:</b></p> <p>A. i. To know the feasibility of the itinerary _____ tours are conducted.  ii. _____ acts like retailer selling tourist products directly to the tourists.</p> <p style="text-align: center;">OR</p> <p>B. i. _____ provides security net to the travelers and compensate the loss of life, baggage, cancellation.  ii. the difference between retail price and the wholesale cost is known as _____.</p>	1x2
----	---	-----

**Optional Module II (Hospitality Management)**

35	<p><b>Attempt the following questions:</b></p> <p>A. i. A _____ more expensive than other rooms in a hotel.  ii. To provide food and beverage to the guests is the main function of the _____.</p> <p style="text-align: center;">OR</p> <p>B. i. The full form of HRD is _____.  ii. _____ is the process of finding qualified persons to work with the organization.</p>	1x2
----	--	-----

**Section - B**

Q. No.	Questions Description	Marks
36	<p>i. Explain sustainability in tourism.</p> <p style="text-align: center;">OR</p> <p>ii. How is the economy of a tourist destination affected by the tourism?</p>	2
37	<p>I am one of the fastest means of transportation, and the second most popular global form of Transportation. Who/what am I? Explain.</p>	2
38	<p>i. Write about the characteristics of Harappan architecture.</p> <p style="text-align: center;">OR</p> <p>ii. How is Hindustani music different from Carnatic music?</p>	2
39	<p>What new engineering techniques and buildings were introduced into Indian architecture during the medieval period?</p>	2
40	<p>i. Colonnades and pillared buildings are seen in which building of Delhi?</p>	2

	OR	
	ii. What is pietra dura?	
41	Why did the European traders of the 16 <sup>th</sup> century establish port towns/cities?	2
42	i. Imagine you have to talk to a foreign tourist. Name any two barriers that can affect your communication.  OR ii. Suppose you are asked to convene a meeting. How will you proceed?	2
43	Name any two C's which will help in making oral communication effective?	2
44	i. How can written communication be made more effective?  OR ii. Explain the importance of communication in tourism industry.	2
45	What kind of schemes can help to generate customer loyalty?	2
46	i. What are the cultural and social impacts of the tourist on a tourist destination?  OR ii. Analyse the role of Indian Railways in tourism development in India.	3
47	Write about any two special trains operated by Indian Railways for tourism purposes especially.	3
48	Explain the heritage component of <u>any one</u> .  a. St. Thomas Church  b. Basilica of Bom Jesus	3
49	By paying attention to which factors can tourism be promoted?	3
<b>Optional Module I (Travel and Tour Operation Business)</b>		
50	Explain the basis of preparing a good itinerary?	3
51	i. Differentiate between GIT and FIT.  OR ii. Why are travel agencies and tour operations called intermediates?	3
<b>Optional Module II (Hospitality Management)</b>		

50	Explain any one method by which security control in a hotel can be managed?	3
51	<p>i. Why is the personnel and administration department now called the HRD?</p> <p style="text-align: center;">OR</p> <p>ii. What are the functions of the cash and bills section?</p>	3

### Section C

52	<p>i. What is the importance of the 'guru' in Sikhism?</p> <p style="text-align: center;">OR</p> <p>ii. Point out the striking difference between Jainism and Buddhism.</p>	6
53	<p>i. Discuss the growth and patterns of international tourists visiting India.</p> <p style="text-align: center;">OR</p> <p>ii. Describe the growth of world tourism since 2011.</p>	6

## Marking Scheme

S.N	Answers	Marks
<b>Section A</b>		
1.	i. Russia OR ii. International Date Line	1
2	London	1
3	i. Travelling for transfer OR ii. One hour	1
4	Reduce	1
5	i. a. Ahead OR ii. b. West to East	1
6	a. Violation of local norms	1
7	i. d. Haridas OR ii. b. Krishna	1
8	i. c. Ustad Bismillah Khan OR ii. a. Natyasastra	1
9	i. d. Garba OR ii. c. Tamil Nadu	1
10	Puppets	1
11	i. a. Mathas OR ii. b. Vihara	1
12	c. Badrinath	1
13	b. Only two	1

14	d. All of the above	1
15	i. d. All of the above OR ii. a. Product	1
16	b. Imperishability	1
<b>Optional Module I (Travel and Tour Operation Business)</b>		
17	i. a. Global Distribution System OR ii. d. Travel Break-up	1
18	i. c. Both a & b OR ii. All of the above	1
19	c. Both a & b	1
20	d. Outbound Tour Operators	1
<b>Optional Module II (Hospitality Management)</b>		
17	i. Sub-urban hotel OR ii. Ownership	1
18	i. Baghare Baigan – Nagaland OR ii. Rack Rate	1
19	A. Front desk	1
20	D. All of the above	1

21	A. i. True ii. True OR B. i. False ii. False	1
22	i. Air transport ii. Road transport	
23	i. Sitar ii. larger	2
24	i. Indraprastha: e. Yuthisthira ii. Lal Kot: a. Anang Pal Tomar	2

	iii. Mehrauli: c. Prithvi Raj Chauhan iv. Siri: b. Alauddin Khilji	
25	i. False ii. False	2
26	i. trading ii. free kitchen	2
27	A. i. Conqueror ii. white OR B. i. Buddhism ii. shakti	2
28	A. i. not more than a year ii. Madrid OR B. i. Europe ii. Five times	2
29	A. i. 1950 ii. 27 September OR B. i. Disposable income ii. United Nations World Tourism Organisation	2
30	i. True ii. False	2
31	i. 51% ii. Asia and the Pacific	2
32	A. i. Satisfaction ii. Price OR B. i. Selling ii. Customer Relationship Management	2
33	A. i. Aerial advertising ii. Sales Promotion	2



	OR B. i. Price ii. Distribution channel	
34	i. low ii. higher	2
<b>Optional Module I (Travel and Tour Operation Business)</b>		
35	A. i. package ii. A retail travel agency  OR B. i. Travel Insurance ii. mark-up price	2
<b>Optional Module II (Hospitality Management)</b>		
35	A. i. Suite ii. Food and Beverage department  OR B. i. Human Resource Development ii. Recruitment	2
<b>Section B</b>		
36	i. Sustainability in tourism is to (Any Two)  a. Ensure protection, continuance and development of regional and local features/resources which are an asset to tourism. b. Will cover economic, social, environmental and cultural contexts of the tourism destination. c. Maintain equilibrium between tourism and tourist destination.  OR ii. Economy of the destination area is affected both positively and negatively. It provides employment opportunities infrastructure development, increase in casual labour benefits goes to the higher section and lower section is neglected.	2
37	I am Air Transport, as I can cover thousands of kilometers in hours. And it has connected the nations of the world into a global village.	2
38	i. a) Urban civilization with town planning and engineering skills. b) Advanced drainage system c) Had three types of buildings—dwelling houses, pillared halls and public baths. town planning with grid system  OR ii. Hindustani music is a blend of Indo-Turkish style while Carnatic music is related to music played for gods.	2
39	New engineering techniques were –domes, arches and minarets. Buildings were —	2

	palaces, tombs and mosques.	
40	i. Parliament house and Connaught place OR ii. Decorative design in inlay work	2
41	Europeans were traders who came to India by sea routes. They established port towns for trade. These port towns facilitated export of raw materials from India to Great Britain.	2
42	i. The barriers can be (Any Two) a. Noise b. Distance c. Information overload d. Language e. Medium of Communication OR ii. The process involves three main steps: circulating a notice to the concerned members; preparing the agenda which contains the topics to be discussed in a meeting, and recording the conclusions or decisions of the meeting which are called minutes of a meeting.	2
43	Oral communication effective (Any Two) a. Clear b. Concise c. Complete d. Correct e. Concrete f. Courtesy g. Candid	2
44	i. Written communication can be made more effective by following the principles of a. Unity of writing b. Clarity of thought c. Avoiding jargon d. Correct and accurate subject matter e. Brief and direct communication (Any Two) OR ii. No organisation can survive without communication because managers cannot perform the basic functions of management, i.e., Planning, Organising, Leading, Controlling without communication. Tourism being a service-oriented industry, managers need to spend most of the time in communicating with customers motivating them to use the services they offer.	2
45	Percentage or fixed discounts (Any Two)	2

	<ul style="list-style-type: none"> <li>● Extra goods</li> <li>● Rewards for repeat customers</li> <li>● Rewards for purchase of large quantities</li> <li>● Rewards for prompt payment</li> <li>● Rewards for length of relationship</li> </ul>	
46	<p>i. Impacts are can be negative and positive impacts. (Any 02 from positive and negative impacts)</p> <ul style="list-style-type: none"> <li>● Negative impacts are—increased urbanization, overcrowding and taking away resources from local people, unhealthy human habits as drugs and human trafficking, loss of cultural identity, greed among local people leading to increased crime, imitation of foreigners leading to decline in local culture, language and food habits.</li> <li>● Positive impacts—cultural integration and understanding with people from different cultural backgrounds, promotion of peace and understanding between different groups and communities, facilities developed for tourists also benefit local communities, promotion of local arts and handcrafts, and promotion of awareness and importance of historical, cultural and archaeological sites.</li> </ul> <p>OR</p> <p>ii. Indian Railways plays a pivotal role in India's tourism development. Its vast network connects tourists to diverse destinations, making travel accessible and affordable. Iconic trains like the Palace on Wheels and scenic routes like the Shimla-Kalka line attract tourists. Additionally, budget-friendly options cater to a wide range of travelers, boosting India's tourism industry significantly.</p>	2
47	<p>Indian Railways are running few special trains to promote tourism in India Toy Train, Kalka-Shimla, Palace on Wheels, Fairy Queen, Palace on Wheels is a royal train which provides all-inclusive package tour of seven days covering important tourist sites of Rajasthan, Delhi and Agra.</p>	2
48	<p>a. St. Thomas Mount: Built by Portuguese, St. Thomas is buried here and is an important religious site for Christians.</p> <p>b. Basilica of Bom Jesus: World Heritage Site has the relics of St. Francis Xavier, the patron saint of Goa.</p>	2
49	<p>The factors are (Any three)</p> <ol style="list-style-type: none"> <li>a. Geographical factors</li> <li>b. Cultural events</li> <li>c. Safety and Security</li> <li>d. Economic conditions</li> <li>e. Facilities and services</li> <li>f. Government policies</li> </ol>	2
<b>Optional Module I (Travel and Tour Operation Business)</b>		
50	<p>The steps in developing/planning a tour itinerary</p> <p>Step 1 – Research other tours in the market place</p> <p>Step 2 – Name your tour</p> <p>Step 3 – Map out the duration, frequency and departure point of your tour.</p> <p>Step 4 – List the major locations and highlights of your tour</p>	3

51	<p>i. Group Inclusive Travel (GIT) comprise groups of travelers that share a particular mutual affiliation, such as belonging to the same club or business organisation. This type of tour is mostly conducted with fixed itinerary.</p> <p>Free Independent Tours (FIT) offer flexibility in selecting services and are added to a tour package. They allow travelers more freedom to vacation on their own without following a scheduled itinerary or travelling with a group.</p> <p>OR</p> <p>ii. because they bring together clients and provide principal services and strengthen the selling and buying process both for the customer as well as the hotels.</p>	3
<b>Optional Module II (Hospitality Management)</b>		
50	<ul style="list-style-type: none"> <li>● External Access Control</li> <li>● Material Access Control</li> <li>● People Access Control</li> <li>● Internal Access Control</li> </ul>	3
51	<p>i. The human resource department plays a major role in developing job description, job specification and performance standards and implementing them.</p> <p>OR</p> <p>ii.</p> <ul style="list-style-type: none"> <li>● Opening and maintaining guest accounts.</li> <li>● Preparing bills at the time of check-out.</li> <li>● Handling credit card, debit card, cash and traveler cheque settlements.</li> <li>● Organising foreign currency exchange.</li> </ul>	3
<b>Section C</b>		
52	<p>i. The word ‘Sikh’ is derived from the Sanskrit word Shishya, meaning a disciple. Sikhs are disciples of their ten gurus. Guru Nanak was the first Guru and Guru Gobind Singh. The worship places of Sikhs are the Takhts which means ‘the seat of the divine power’. There are five takhts. Gurudwara stands for ‘the doorway to the master’ and are historically related to Sikh pilgrimage, to commemorate the Gurus.</p> <p>OR</p> <p>ii. Jainism and Buddhism, both ancient Indian religions, share some similarities but have striking differences:</p> <p>a. Founder: Jainism was founded by Lord Mahavira, while Buddhism was founded by Siddhartha Gautama, known as the Buddha.</p> <p>b. Belief in a Creator: Jains believe in a higher power or creator, albeit as a non-interfering entity, while Buddhism is non-theistic, focusing on self-enlightenment.</p> <p>c. Non-violence: Jains place extreme emphasis on non-violence (ahimsa), even avoiding harm to tiny creatures, while Buddhism also values non-violence but to</p>	6

	<p>a lesser extent.</p> <p>d. Asceticism: Jains practice rigorous asceticism, often wearing white robes and adhering to strict dietary rules. In contrast, Buddhism allows for a more flexible approach to asceticism.</p> <p>e. Soul and Liberation: Jains believe in the existence of eternal souls (jivas) and seek liberation from the cycle of birth and death. Buddhists deny the existence of an eternal soul and aim for Nirvana, the cessation of suffering.</p> <p>f. Worship: Jains worship idols and Tirthankaras, enlightened beings. Buddhists primarily focus on meditation and do not worship idols.</p> <p>These differences reflect distinct philosophical and religious paths, despite their shared cultural and historical origins in ancient India.</p>	
53	<p>i. India has experienced significant growth in international tourism over the years. The country's rich cultural heritage, diverse landscapes, and historical landmarks continue to attract a wide range of tourists.</p> <p>In terms of growth, India has seen a steady increase in international tourist arrivals, with numbers rising annually. Factors contributing to this growth include improved infrastructure, better connectivity, and government initiatives to promote tourism. The "Incredible India" campaign has played a pivotal role in marketing the country's attractions globally.</p> <p>Tourist patterns vary widely. While popular destinations like the Taj Mahal, Jaipur, and Kerala remain major draws, there's an increasing interest in offbeat locations such as Ladakh, Andaman and Nicobar Islands, and the Northeastern states. Additionally, India's medical tourism sector has grown, with visitors seeking high-quality healthcare services.</p> <p>Cultural and spiritual tourism, adventure tourism, and culinary experiences also influence tourist patterns. The diverse preferences of international tourists contribute to India's dynamic and multifaceted tourism landscape.</p> <p>OR</p> <p>ii. Since 2011, the global tourism industry has witnessed significant growth, driven by several key factors. Increased affordability, easier access due to improved air travel, and the proliferation of online booking platforms have all contributed to this expansion.</p> <p>Emerging economies have become popular tourist destinations, diversifying the industry. China, for example, has seen rapid growth in both inbound and outbound tourism. Likewise, many countries in Southeast Asia, Latin America, and Africa have invested in their tourism sectors, attracting travelers with their unique offerings.</p> <p>Cultural and experiential tourism has gained prominence, with travelers seeking authentic local experiences. Sustainability and eco-tourism have also become</p>	6

	<p>focal points, reflecting a growing awareness of environmental concerns.</p> <p>The rise of digital influencers and social media has reshaped travel trends, with destinations often made popular through viral content. However, the COVID-19 pandemic in 2020 and its aftermath posed significant challenges to the industry, leading to fluctuations in growth and a shift towards safety-conscious travel. Nonetheless, the global tourism sector remains dynamic and adaptable, continually evolving to meet changing traveler preferences.</p>	
--	--	--