

इस प्रश्न-पत्र में 53 प्रश्न तथा 8 मुद्रित पृष्ठ हैं।

अनुक्रमांक

[illegible]

कोड नं.

A

TOURISM
पर्यटन
(337)

Day and Date of Examination : _____

(परीक्षा का दिन व दिनांक)

Signature of Invigilators : 1. _____

(निरीक्षकों के हस्ताक्षर)

General Instructions :

1. Candidate must write his/her Roll Number on the first page of the Question Paper.
2. Please check the Question Paper to verify that the total pages and total number of questions contained in the Question Paper are the same as those printed on the top of the first page. Also check to see that the questions are in sequential order.
3. Making any identification mark in the Answer-Book or writing Roll Number anywhere other than the specified places will lead to disqualification of the candidate.
4. Write your Question Paper Code No. **71/SS/337 Set - A** on the Answer-Book.
5. (a) The Question Paper is in English/Hindi medium only. However, if you wish, you can answer in any one of the languages listed below :
English, Hindi, Urdu, Punjabi, Bengali, Tamil, Malayalam, Kannada, Telugu, Marathi, Oriya, Gujarati, Konkani, Manipuri, Assamese, Nepali, Kashmiri, Sanskrit and Sindhi.
You are required to indicate the language you have chosen to answer in the box provided in the Answer-Book.
- (b) If you choose to write the answer in the language other than Hindi and English, the responsibility for any errors/ mistakes in understanding the question will be yours only.

સામાન્ય અનુદેશ :

1. परीक्षार्थी प्रश्न-पत्र के पहले पृष्ठ पर अपना अनुक्रमांक अवश्य लिखें।
2. कृपया प्रश्न-पत्र को जाँच लें कि प्रश्न-पत्र के कुल पृष्ठों तथा प्रश्नों की उतनी ही संख्या है जितनी प्रथम पृष्ठ के सबसे ऊपर छपी है। इस बात की जाँच भी कर लें कि प्रश्न क्रमिक रूप में हैं।
3. उत्तर-पुस्तिका में पहचान-चिह्न बनाने अथवा निर्दिष्ट स्थानों के अतिरिक्त कहीं भी अनुक्रमांक लिखने पर परीक्षार्थी को अयोग्य ठहराया जायेगा।
4. अपनी उत्तर-पुस्तिका पर प्रश्न-पत्र का कोड नं 71/SS/337, सेट - A लिखें।
5. (क) प्रश्न-पत्र केवल हिंदी/अंग्रेजी माध्यम में है। फिर भी, यदि आप चाहें तो नीचे दी गई किसी एक भाषा में उत्तर दे सकते हैं :
अंग्रेजी, हिंदी उर्दू, पंजाबी, बाँगला, तमिल, मलयालम, कन्नड़, तेलुगु, मराठी, उड़िया, गुजराती, कोंकणी, मणिपुरी, असमिया, नेपाली, कश्मीरी, संस्कृत और सिंधी।
कृपया उत्तर-पुस्तिका में दिए गए बॉक्स में लिखें कि आप किस भाषा में उत्तर लिख रहे हैं।
- (ख) यदि आप हिन्दी एवं अंग्रेजी के अतिरिक्त किसी अन्य भाषा में उत्तर लिखते हैं, तो प्रश्नों को समझने में होने वाली त्रुटियों/गलतियों की जिम्मेदारी केवल आपकी होगी।

TOURISM

(337)

Time : 3 Hours]

[Maximum Marks : 100

- Note :** (i) There are **53** questions in all divided into three parts.
- (ii) **All** questions are **compulsory**.
- (iii) Marks for each question are indicated against it.
- (iv) Questions have to be Attempted either from **Optional Module-I** or **Optional Module-II** in all **Sections**.
- (v) **Section - A** consists of :
- (a) **Q. No. 1 to 16** - 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.
- (b) **Q. No. 17 to 30** - are Objective Type Questions carrying **2** marks each (with **2** sub-part of **1** mark each). Attempt these question as per the instruction given for each question.
- (vi) **Section - B** consists of :
- (a) **Q. No. 31 to 40** - are Very Short Answer Type Questions carrying **2** marks each to be answered in the range of **30 to 50** words.
- (b) **Q. No. 41 to 44** are Short Answer Type Questions carrying **3** marks, each to be answered in the range of **50 to 80** words.
- (c) **Q. No. 45 and 46** are Long Answer Type Questions carrying **6** marks each to be answered in the range of **80 to 120** words.
- (vii) **Section - C** consists of :
- (a) **Q. No. 47 to 50** - 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.
- (b) **Q. No. 51** is Objective Type question carrying **2** marks (with **2** sub-parts of **1** mark each). Attempt this questions as per the instructions.
- (c) **Q. No. 52 and 53** are Long Answer Type Questions carrying **3** marks each to be answered in the range of **50 to 80** words.

NOTE :

- (1) Answers of **all** questions are to be given in the Answer-Book given to you.
- (2) **15** minutes time has been allotted to read this question paper. The question paper will be distributed at **02.15** p.m. From **02.15** p.m. to **02.30** p.m., the students will read the question paper only and will not write any answer on the answer-book during this period.

Section – A

Note : Choose the most appropriate option out of the **four** options given below.

1x6=16

1. Which of the following is a great challenge for Tourism industry ? 1
(A) Development of infrastructure (B) Maintain balance trade
(C) Intermingling of cultures (D) Waste generation and disposal
2. Which of the following is **not** a Political positive effect on Tourism ? 1
(A) Enhanced stability and peace
(B) Political conflict
(C) Law and order helps in flow of tourists
(D) Improvement in safety and security
3. Which of the following refers to International Date Line ? 1
(A) An imaginary line that runs North Pole to South Pole.
(B) An imaginary line that runs from East-West direction.
(C) An imaginary line that divides Earth into Northern and Southern hemisphere.
(D) An imaginary straight line passing through meridian of 180° longitude.
4. Which of the following Statement regarding High ways is **not correct** ? 1
(A) They connect districts with towns and cities.
(B) They comprise 2.0 percent of road network.
(C) They connect State capitals to the main cities.
(D) They carry 40 percent of road based traffic.
5. Chilka lake is associated with which of the following State ? 1
(A) Kerala (B) West Bengal
(C) Odisha (D) Andhra Pradesh
6. A traveller is interested in riding India's oldest Steam Locomotive engine and plans to visit sariska tiger reserve. Which train should be preferred ? 1
(A) Heritage on wheels (B) Fairy queen train
(C) Palace on wheels (D) Metro train
7. A country spans from 75° East to 90° East longitude. If its standard meridian is 82°30' East, what is its Standard time off Set from Greenwich Mean Time (GMT) ? 1
(A) +7 hours 30 minutes (B) +6 hours 30 minutes
(C) +4 hours 30 minutes (D) +5 hours 30 minutes
8. Who among the following is known as "Tutiye Hind" ? 1
(A) Nayak Gopal (B) Tansen
(C) Amir Khusrau (D) Shaikh Nizamuddin Auliya

9. In which year, the famous Sitar Player Pt. Ravi Shankar was honoured with Bharat Ratna? 1
 (A) 1996 (B) 1997 (C) 1998 (D) 1999
10. Khajuraho temple located in Madhya Pradesh was built by who among the following ? 1
 (A) Chandella (B) Pallavas (C) Cholas (D) Pandyas
11. In which State of India is the ancient site "Kalibangan", Indus Valley Civilisation situated ? 1
 (A) Rajasthan (B) Punjab (C) Gujarat (D) Haryana
12. Which of the following deity is worshipped in Ghoomar Dance ? 1
 (A) Goddess Durga (B) Goddess Kali
 (C) Goddess Saraswati (D) Goddess Laxmi
13. Khanqahs refers to : 1
 (A) Space where food is served (B) Seat of divine power
 (C) Sanctified city (D) Place where Sufi Lives
14. Which one of the following is not included in the 'Eight Fold Path' of Buddhism ? 1
 (A) Right Desire (B) Right Resolution
 (C) Right View (D) Right Action
15. In which language did Mahavira preached ? 1
 (A) Sanskrit (B) Prakrit (C) Hindi (D) Pali
16. The world Tourism day is celebrated on which day ? 1
 (A) 27 September (B) 8 November (C) 14 December (D) 27 October
17. Fill in the blanks. 1x2=2
 (a) _____ is used to study the trend of any phenomena over a certain time period.
 (b) India's time is decided by the longitude value of _____.
18. Fill in the blanks. 1x2=2
 (a) The Yamuna Expressway connects _____ with the world renowned site Taj Mahal in Agra.
 (b) The National water way running from Sadiya to _____ is 891 km. long.
19. Fill in the blanks. 1x2=2
 (a) The _____ at Mount Abu is one of the most beautiful of Jaina temples.
 (b) The Buddha attained Mahaparinirvana at _____.
20. Identify whether **True** or **False**. 1x2=2
 (a) Sardhana church was constructed by Begum Samru.
 (b) Guru Teg bahadur was Tenth guru of Sikhs.

21. Fill in the blanks. 1x2=2
- (a) Tourism index is measured by International Tourist arrival and _____.
- (b) Among all the monuments of the Country, The Taj Mahal, The Agra fort and _____ are most popular tourists sites.
22. Identify **True** or **False**. 1x2=2
- (a) Tourist arrivals means the number of persons who get accommodation at tourist centre for at least 48 hours.
- (b) In 2012, America recorded the highest growth in total international tourist arrivals.
23. Match **Column A** with **Column B**. 1x2=2
- | A
(Personality trait) | B
(feature) |
|--------------------------|-------------------------------------|
| (a) Thinking | (i) Prefer personal values |
| (b) Feeling | (ii) Prefer to be structured |
| | (iii) Self discipline and organized |
| | (iv) Use logic to handle problems |
24. Identify **True** or **False** : 1x2=2
- (a) Emotional Stability is a personality trait listed under Big Five Model.
- (b) People with intuition type personality are sociable assertive.
25. Answer in one word. 1x2=2
- (a) Name the Sacred site situated at the tip of Indian Peninsula.
- (b) Mention the name of the last Thirthankara of the Jains.
26. Fill in the blanks. 1x2=2
- (a) Competitors are the business _____ who run the same business and offer similar products in the market.
- (b) In _____ pricing an organization keeps a low price to increase sales and market share for its products.
27. Identify whether **True** or **False**. 1x2=2
- (a) Sales promotion is impersonal in nature.
- (b) Advertising does not provide immediate feedback.
28. Identify **True** or **False**. 1x2=2
- (a) Islam was brought to India by Turkish.
- (b) Prophet Mohammad migrate from Mecca to Madina in 622 AD.
29. Identify **True** or **False**. 1x2=2
- (a) Mount Kailash, a sacred pilgrimage lies in the South-west of Tibetan region.
- (b) Amarnath caves are known as "The Shrine Eternal".

30. Fill in the blanks. 1x2=2
(a) Dandiya folk dance is performed during occasion of _____.
(b) Kalbelia folk dance is associated with State _____.

Section - B

31. Describe any two features of General Reference Map. 1x2=2

OR

Describe any two features of Political Map.

32. Explain any two characteristics of Bharat Darshan special tourist train. 1x2=2

OR

Explain two advantages of Rail transportation for tourists.

33. How does knowledge of Geography help in tourism ? Explain in two points. 2

34. Why travel and tourism increased in recent decades in India ? Explain any two reasons. 2

OR

Explain Spiritual tourism as emerging dimensions in India in two points.

35. In which way Natural landscapes are different from cultural landscapes ? Explain in two points. 2

36. "Trend of international tourist arrivals is almost continuously on the rise". Support the Statement with two relevant arguments. 2

37. "Package providers are of great help to the tourists". Analyse the Statement in two points. 2

38. Describe any two features of Domestic Tourist. 2

39. Describe any two points of significance of Kedarnath as the popular destination for Hindu Pilgrims. 2

OR

Describe any two points of significance of Nalanda as an important centre of Buddhists.

40. Explain any two principles of effective writing. 2

OR

Explain any two importance of Discount Pricing.

41. Explain any three Jain Religions Heritage sites located in Rajasthan. 3

OR

Explain any three Christian Heritage sites located in Tamil Nadu.

42. Mention any three Negative Environmental impacts of tourism at destination places. 3
- OR**
- Mention any three positive socio-cultural impacts of tourism at destination place.
43. "The spatial distribution of tourism is the function of various environmental conditions". 3
Support the Statement with three relevant arguments.
44. Analyse any three main features of music instrument associated with Lord Krishna. 3
- OR**
- Analyse the impacts of Britishers on Indian Architecture in three points.
45. Explain the contribution of Amir Khusrau to Indian music in six points. 6
- OR**
- Explain the contribution of Tansen to music in six points.
46. Explain the role of written Communication in tourism in six points. 6
- OR**
- Explain the steps for Building an Effective Team.

Section – C

Optional Module - I (Travel and Tour operation Business)

47. Who among the following was the first Indian to establish the travel agency in India ? 1
(A) Pinto (B) John Mason
(C) Thomas cook (D) Pallonji katagara
48. Which of the following is **not** globally a famous travel organisation ? 1
(A) Universal Federation of Travel Agents association.
(B) Pacific Asia travel Association.
(C) Ohio Travel association.
(D) International Air transport association.
49. Which of the following is known as "Destination management companies" ? 1
(A) Out bound Tour operators (B) Ground operators
(C) Domestic Tour operators (D) In bound Tour operators
50. Which of the following train is **not** a luxury travel circuits in India ? 1
(A) Deccan Odyssey (B) Golden Chariot
(C) Tiger Express (D) The India Maharaja
51. Identify **True** or **False**. 1x2=2
(a) A person goes to France from India. He buy a tour package from ABC India and ABC tour operator do all travel document processing for him. ABC India is a out bound tour operator.
(b) There are three types of travel agencies.

52. Why is corporate Social responsibility important ? Explain in three points. 1x3=3
53. Examine the elements of package tours. 1x3=3

OR

Examine any three types of Package Tours.

Option II : (Hospitality Management)

47. Which of the following is not correctly matched ? 1
- | Accommodation | Feature |
|----------------------|---|
| (a) Circuit House - | Offer rooms to high ranking govt. officials |
| (b) Youth hostel - | Provide cheap accommodation to tourist |
| (c) Forest lodge - | Provide accommodation to tourists visit wild life sanctuaries |
| (d) Dark bungalow - | Provide accommodation to officials travelling on govt. duty |
48. A hotel in Bengal plans to feature a dessert that is traditionally made from sweetened paneer. Which sweet should they showcase ? 1
- (A) Chamcham (B) Rasgulla (C) Moa (D) Sondesh
49. Which room type is designed for two people with two separate single beds ? 1
- (A) Twin (B) Suite (C) Double (D) Lanai
50. Which of the following is **not** included in Training and Development activities of Hospitality industry ? 1
- (A) Production of goods (B) Food hygiene
(C) Technical skills (D) Customer service
51. Fill in the blanks. 1x2=2
- (a) Panchmel ki sabzi is a _____ cuisine.
(b) Aviyl is a popular food of _____.
52. Describe any three functions of Sanitation Department. 1x3=3
53. Explain the role Security Department in Hotel in six points. 1x3=3

OR

Explain the three main functions of maintenance department of hotels.

- o O o -