

# CBSE | DEPARTMENT OF SKILL EDUCATION

## TOURISM (SUBJECT CODE: 806)

### MARKING SCHEME FOR CLASS XII (SESSION 2022-2023)

Max. Time: 3 Hours

Max. Marks: 60

#### General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of **24 questions** in two sections – Section A & Section B.
3. Section A has Objective type questions whereas Section B contains Subjective type questions.
4. **Out of the given (6 + 18 =) 24 questions, a candidate has to answer (6 + 11 =) 17 questions in the allotted (maximum) time of 3 hours.**
5. All questions of a particular section must be attempted in the correct order.
6. **SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):**
  - i. This section has 06 questions.
  - ii. There is no negative marking.
  - iii. Do as per the instructions given.
  - iv. Marks allotted are mentioned against each question/part.
7. **SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):**
  - i. This section contains 18 questions.
  - ii. A candidate has to do 11 questions.
  - iii. Do as per the instructions given.
  - iv. Marks allotted are mentioned against each question/part.

### SECTION A: OBJECTIVE TYPE QUESTIONS

Q. No.	QUESTION	Source Material (NCERT/ PSSCIVE/ CBSE Study Material)	Unit/ Chap. No.	Page no. of source material	Marks
Q. 1	<b>Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)</b>				
i.	A) Pessimism	Study material	Unit 2	Page 10	1
ii.	A) Min	Study material	Unit 3	Page 33	1
iii.	B) Self awareness	NCERT	Unit 2	Page 32	1
iv.	<ul style="list-style-type: none"><li>• fear of the unknown</li><li>• fear of being an expert</li><li>• fear of being not pushed into uncomfortable situations</li><li>• Fear of excellence</li></ul> *Any two	Study material	Unit 4	Page 43	1
v.	A) spreadsheet	NCERT	Unit 3	Page 39	1
vi.	D) gambling	Study material	Unit 4	Page 44	1

<b>Q. 2 Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)</b>					
i.	The name of two GDS based online travel agency are orbits and Travelocity	NCERT	Unit 8	Page 85	1
ii.	A) India	NCERT	Unit 3	Page 34	1
iii.	All the conventional package tours include the luxury coach services provided it is a group travel. Each tourist coach is customized with elevated bucket Seats, white window glass, micro phone, air conditioning, and refrigerator. For example the KPN travel provides luxury Volvo coach services for sightseeing and excursion trips.	NCERT	Unit 5	Page 48	1
iv.	B) workers	NCERT	Unit 1	Page 7	1
v.	The travel agency's main function is to act as an agent, selling travel products and services on behalf of a supplier.	NCERT	Unit 2	Page 20	1
vi.	United States department of transportation	NCERT	Unit 8	Page 84	1
vii.	A) Indirect cost	NCERT	Unit 6	Page 57	1
<b>Q. 3 Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)</b>					
i.	International business machine	NCERT	Unit 3	Page 24	1
ii.	Skeletal , technical , descriptive	NCERT	Unit 4	Page 37	1
iii.	A) 2002	NCERT	Unit 2	Page 20	1
iv.	C)Free independent traveler	NCERT	Unit 5	Page 49	1
v.	A) outbound tour operator	NCERT	Unit 1	Page 8	1
vi.	A) Rack rate pricing	NCERT	Unit 6	Page 61	1
vii.	The Indian association of tour operation) interacts closely with the government on all critical issues affecting the tourism industry in India.	NCERT	Unit 7	Page 74	1

<b>Q. 4 Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>					
i.	D) Semi-Automatic Business Research Environment	NCERT	Unit 8	Page 84	1
ii.	D)Economic and social	NCERT	Unit 3	Page 24	1
iii.	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 customers.	NCERT	Unit 5	Page 47	1
iv.	A) Point of service delivery	NCERT	Unit 4	Page 37	1
v.	C) miscellaneous cost	NCERT	Unit 6	Page 59	1
vi.	a) mega	NCERT	Unit 2	Page 20	1
<b>Q. 5 Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>					
i.	c) One Third	NCERT	Unit 5	Page 47	1
ii.	C) USDOT	NCERT	Unit 8	Page 84	1
iii.	C) pricing	NCERT	Unit 7	Page 73	1
iv.	C) cost based pricing	NCERT	Unit 6	Page 60	1

v.	A) jeena and co	NCERT	Unit 1	Page 3	1
vi.	b) Duniya Dekho.	NCERT	Unit 5	Page 50	1
<b>Q. 6</b>	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>				
i.	A) tourist	NCERT	Unit 3	Page 25	1
ii.	Tour brochure	NCERT	Unit 6	Page 52	1
iii.	A) PATA	NCERT	Unit 7	Page 71	1
iv.	B) Tourist itinerary	NCERT	Unit 4	Page 38	1
v.	A) brownell travel	NCERT	Unit 2	Page 16	1
vi.	D) SAMARTH	NCERT	Unit 7	Page 78	1

## **SECTION B: SUBJECTIVE TYPE QUESTIONS**

Q. No	QUESTION	Source Material (NCERT/PSSCI VE/ CBSE Study Material)	Unit/ Ch ap. No.	Page no. of source material	Marks
<b>Answer any 3 out of the given 5 questions on Employability Skills in 20 – 30 words each (2 x 3 = 6 marks)</b>					
Q. 7	Two barriers to becoming an entrepreneur are : <ul style="list-style-type: none"> <li>• shortage of capital</li> <li>• lack of Entrepreneurial mindset</li> <li>• unsupportive business environment</li> <li>• market entry regulations</li> <li>• shortage of capital</li> <li>• skilled workforce challenges</li> <li>• risk aversion</li> </ul> <b>*Any 2</b>	NCERT	Unit 4	Page 42	2
Q. 8	1) Select Tools menu <input type="checkbox"/> Protect document Choose whether to protect Sheet 2 or Document. 2) If you select Sheet, the Protect Sheet dialog box appears. 3) Type the password in Password text box. Again, type the password in Confirm text box. Note that the password is case sensitive. 4) Click OK button.	NCERT	Unit 3	Page 34	2
Q. 9	<ul style="list-style-type: none"> <li>• Entrepreneurial behavior requires certain knowledge, skills or personality profile. Generally, it is called entrepreneurial competence or traits.</li> <li>• competencies play a key role in the success of an entrepreneur and in achievement of entrepreneurial goals</li> </ul>	NCERT	Unit 4	Page 44	2

Q. 10	Paranoid means Feeling extremely nervous and worried because you believe that other people do not like you or are trying to harm you.	Schizoid is characterized by a lack of interest in social relationships and people tend to be distant, detached and indifferent.	NCERT	Unit 2	Page 11	2
Q. 11	<ul style="list-style-type: none"> <li>Books and music play a vital role as a source of motivation and inspiration as</li> <li>Music is the language of the soul.</li> <li>A good inspiring piece touches every heart and can help create miracles.</li> <li>Books are said to be best friends. They expand our horizon of thinking. They help us visualize the unknown and uncharted territories beyond our capacities.</li> </ul>		NCERT	Unit 2	Page 10	2

**Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)**

Q. 12	Global Distribution System is a Travel Agency Network that enables interconnectedness between Airline Computer Reservation Systems and travel agency terminals.		NCERT	Unit 8	Page 83	2
Q. 13	<ul style="list-style-type: none"> <li>The Cruises are mainly concentrated towards short sea journey of about a week. Cruising has become a significant tourist Industry.</li> <li>Big cruisers are like floating resorts where guests can enjoy luxury and entertainment while moving towards their multiple destinations</li> </ul>		NCERT	Unit 3	Page 33	2
Q. 14	<b>Tour Manager's Itinerary*</b> This is the most comprehensive type of itinerary it includes information about all tour related elements which are passenger list, accommodation, allotment, special requirements, transportation arrangement etc.	<b>Bus driver itinerary:</b> includes pickup points, turn around points, route map, drop off points, sightseeing points & schedule. etc. to give him better understanding of his job. 5. Tour Escort	NCERT	Unit 4	Page 38	2

Q. 15	Travel agency are known as the image builders of the country because it is a travel agency which packages and processes all the attractions, amenities, accesses and ancillary services a country and present them to the tourist	NCERT	Unit 2	Page 17	2
Q. 16	<ul style="list-style-type: none"> <li>• The name of the package tour is Incentivized Tour.</li> <li>• It is organized package tour that is conducted by,/Employees with the sponsorship from the business firms or corporate houses</li> <li>• It is an incentive or tangible reward for employees giver periodically as per the organization policy.</li> </ul>	NCERT	Unit 5	Page 46	2
<b>Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)</b>					
Q. 17	<p>The cost components of package tour includes</p> <ol style="list-style-type: none"> <li>1) Research and product development</li> <li>2) Travel cost</li> <li>3) Accommodation</li> <li>4) Transfer</li> <li>5) Food and beverage</li> <li>6) Sightseeing and activity</li> <li>7) Marketing and sales promotion</li> <li>8) Administrative and investment</li> <li>9) Miscellaneous cost</li> </ol> <p><b>*Any 6</b></p>	NCERT	Unit 5	Page 47	3
Q. 18	<p>If Kavita becomes a travel agent , she will typically deal with a diverse range of tasks including</p> <ol style="list-style-type: none"> <li>A) making reservations</li> <li>B) planning itineraries</li> <li>C) calculating fares and charges</li> <li>D) Producing tickets advising clients on destinations, resorts, airlines companies and wide range of travel products.</li> <li>E) Communicating with clients verbally and in writing.</li> <li>F) Maintaining accurate records on reservation.</li> <li>G) Ensuring racks are stocked well or supplies are kept in house .</li> <li>H) Acting as intermediaries where customer complaints occur.</li> </ol>	NCERT	Unit 2	Page 18	3
Q. 19	<ul style="list-style-type: none"> <li>• The Federation of International Youth Travel Organisation (FIYTO) is the founding organisation of World Youth Student and Educational Travel Confederation (WYSETC)</li> </ul>	NCERT	Unit 7	Page 80	3

<ul style="list-style-type: none"> <li>• The purpose of the Federation of International Youth Travel Organization (FIYTO) was to promote youth mobility and to broaden the horizons of young people through travel, language acquisition , family living , cultural and social tourism and other opportunities for growth.it offers identity cards to its youth members to facilitate access to tourism facilities and culture and Leisure activities , its major publication is youth travel international</li> <li>• The headquarters of the organisation is in Copenhagen, Denmark</li> </ul>				
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**Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)**

<p><b>Q. 20</b> Ravi can keep following things in mind while preparing an itinerary.</p> <p>A) route map and routing of itinerary - exact route of the intended tour must be clear. Back tracking or routing the Pax in circle should be avoided ,un less it necessary.</p> <p>B) Pacing the itinerary- Speed of the itinerary should be as per clients requirement ,age, health, purpose ,preferences etc of the tourist. One should never take the passengers for granted.</p> <p>C) interest of tourist -This is an important way to add more value to the tour itinary .The clients interest can be matched with the corresponding attraction and activities of the proposed tour.</p> <p>D) Details to be considered- Details like holidays ,opening and closing timings of monuments and other tourist places allowed baggage, expected weather ,airport check in formalities, suitable clothing etc are extremely important while finalising the itinerary.</p>	NCERT	Unit 4	Page 39	4
<p><b>Q. 21</b> True, the elements of a package tour determine the sale of package tour in the travel market.</p> <p>These are the following elements of package tour.</p> <p>1) *Accommodation*</p> <p>it is an important component of package tour and it constitutes almost 1/3 cost of package there are primary and supplementary accommodation service providers. The star hotels,</p>	NCERT	Unit 5	Page 47-48	4

business Hotel, resorts and international hotels are the conventional accommodation operators with the provision of providing room cum food services. The supplementary accommodation service providers are lodges, guest house, Bungalows, service apartment etc. Tour operator includes the service of both the categories depending on the cost of package tours and affordability of customers.

2) \*sightseeing tour\*

it is one of the most important elements of package 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.

3) \*Airlines\*

Air travel is an important component in the package tour segment. This includes International and domestic flight tickets and on board services .Tour operators can include the first class, business class, economic class ,excursion fare in the package tour to Cater different segments of customers.

4) \*Car rental service\*

Luxury car service is an important element of a package tour as it is primary needed at the time of arrival, departure and sightseeing. A wide range of luxury cars is customized for sightseeing and excursion tours .An annual contract with flat rate is done for this smooth operation of car rental services.

(5) Railways: It is an important mode of travel to reach various off-the-beaten-track destinations as air connectivity is limited in many countries.

(6) Luxury Coach Service: All the conventional package tours include the luxury coach services provided it is a group travel.

(7) 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.

(8) Event Services: Tour operators take the services the MICE operators for the

	purpose of booking venues, food, conference kits, and pre & post-conference sightseeing programmes. <b>*Any 4</b>				
<b>Q. 22</b>	<ul style="list-style-type: none"> <li>• Divya must know that Tour cost is represented as the total cost incurred or attributed to various elements of package tour.</li> <li>• The sum of cost for booking these services is incurred to designed the FITand GIT tour package.</li> <li>• The cost of package tour is determine by the tastes and preferences of customers and the business strategy to increase the sale of more tour packages.</li> <li>• Divya can easily find the variable and fixed cost and take appropriate decisions. The method of calculating the costs largely vary from one tour operating company to other depending on their core competency and company's business strategy.</li> <li>• Break- even analysis is one of the key concept of tour costing.</li> <li>• It is the total revenue generated from the sale of package tour and it must be equal to the total cost incurred for acquiring the services.</li> <li>• This technique is used to evaluate alternative pricing labels does brake even sales can be obtained by dividing the sum of the total fixed cost and the total variable costs by the package prices.</li> </ul>	NCERT	Unit 6	Page 55	<b>4</b>
<b>Q. 23</b>	<ul style="list-style-type: none"> <li>• To unite and consolidate the Federations of Travel Agents' National Associations and to globally enhance the interests of their members;</li> <li>• To represent the travel agents' activities before various world-wide bodies, governmental authorities and suppliers;</li> <li>• To work towards the adoption of measures that will ease travel for the consumer and to offer services to its member federations;</li> <li>• To be an investigation and information centre supporting the member Federations' work and to offer information for technological development;</li> </ul>	NCERT	Unit 7	Page 71	<b>4</b>

	<ul style="list-style-type: none"> <li>• To offer, as a voluntary mechanism, an arbitration service which assists in solving conflicts resulting from commercial relations for which amicable settlement cannot be reached.</li> <li>• To organize a world congress of travel agents and other meetings necessary to the exchange and transmission of knowledge.<sup>9</sup></li> </ul> <p><b>*Any 4</b></p>				
<b>Q. 24</b>	<ul style="list-style-type: none"> <li>• Vertical integration is said to take place when an organization at one level in the chain of distribution unites with one at another level.</li> <li>• This integration can be forward (or downward in the direction of the chain) such as in the case where a tour operator buys its own chain of travel agents ,or it can be backward (or upward against the direction of the chain) such as in the case where the tour operator buys its own airline.</li> <li>• Forward integration is obviously found more commonly since organizations are more likely to have the necessary capital to buy businesses further down the chain of distribution which require less capital investment. For example even the largest travel agency chain would be unlikely to have the capital needed to form its own</li> </ul>	NCERT	Unit 1	Page 14	<b>4</b>