

2020

**TOURISM & HOSPITALITY (Vocational)**

Total marks : 50

Time : 2 hours

**General instructions :**

- i) *Approximately 15 minutes is allotted to read the question paper and revise the answers.*
- ii) *All questions are compulsory except Q. nos.18 to 23 where general option is given.*
- iii) *The question paper consists of 23 questions.*
- iv) *Marks allocated to every question are indicated against it.*

**N.B: Check that all pages of the question paper are complete as indicated on the top left side.**

**1. Choose the correct answer from the given alternatives: 10x1=10**

- i. 'Experience is the teacher of all things', is a famous quote by
  - (a) Julio Ceasar
  - (b) Alfred Winfler
  - (c) Amy Cuddy
  - (d) William Julius
- ii. American philosopher, William James stated that, pessimism leads to weakness whereas optimism to
  - (a) happiness
  - (b) strength
  - (c) power
  - (d) success
- iii. Treat others the way you want to be treated, has to do with
  - (a) punctuality
  - (b) generosity
  - (c) honesty
  - (d) politeness
- iv. What is the contribution of tourism towards world's income?
  - (a) 5%
  - (b) 10%
  - (c) 20%
  - (d) 30%
- v. To become one of the finest and leading service providers in the hospitality sector is the vision statement of
  - (a) Gulmarg Winter Sports Project
  - (b) State Tourism Development Corporation
  - (c) Ministry of Tourism
  - (d) Indian Institute of Skiing and Mountaineering
- vi. A set of rooms on the terrace or top of the hotel, part of which is open to the sky is known as
  - (a) Suite
  - (b) Cabana
  - (c) Lanai
  - (d) Pent House
- vii. The permission given to a traveller by a nation to enter its territory is known as
  - (a) Visa
  - (b) Permits
  - (c) Passport
  - (d) Foreign Exchange
- viii. These tourism products are an excellent blend of natural and manmade resources.
  - (a) Site based tourism products
  - (b) Event based tourism products
  - (c) Symbiotic tourism products
  - (d) Natural tourism products

- ix. The famous Pushkar Cattle Fair is held annually in the state of
  - (a) Gujarat
  - (b) Goa
  - (c) Rajasthan
  - (d) Maharashtra
- x. How many world heritage sites are there in India?
  - (a) 32
  - (b) 34
  - (c) 36
  - (d) 38

**Answer the following questions in one word or one sentence:**

- 2. What is attitude? 1
- 3. What is grooming? 1
- 4. What does the slogan 'Athithi Devo Bhava' mean? 1
- 5. Name any two publications of tourism industry. 1
- 6. Who is a customer in tourism industry? 1
- 7. What does the terminology, 'American plan' mean? 1
- 8. Name any two natural world heritage sites in India. 1
- 9. What does UNESCO stand for? 1

**Answer the following questions in 20-50 words:**

- 10. Mention any four strategies to maintain positive work attitude. 2
- 11. What are the four unwritten rules of business? 2
- 12. How does tourism positively impact community attitude? 2
- 13. Write any two main objectives of STDC. 2
- 14. What does UNWTO stand for? What is this organization responsible for? 1+1=2
- 15. Write any two types of rooms and its meaning. 1+1=2
- 16. What is natural tourism product? Give two examples. 1+1=2
- 17. Write any two categories of event based tourism products of India with examples. 1+1=2

**Answer any four from the following questions in 60-100 words:**

- 18. Briefly explain any four proper etiquettes required in all aspects of work environment. 4
- 19. 'Tourism has become a key driver for socio-economic progress'. Elucidate. 4
- 20. Write any four economic benefits of tourism impacts. 4
- 21. Briefly explain any four activities of a travel agency. 4
- 22. What is manmade tourism product? Briefly explain any three categories of manmade tourism products. 1+3=4
- 23. Identify one site based tourism product of India and briefly describe the beauty and importance of that site. 1+3=4

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