

Model Question Paper

Subject: Travel, Tourism & Hotel Management
Class: 12th

M.M:100
Time: 3 hrs.

General Instructions:

The paper is divided into 2 major sections, section A & B. Section A has 3 micro divisions and both sections are compulsory.

Section A: (i) Question Nos. 1 to 10 are designed to assess the mental aptitude of student through multiple choice questions (MCQs)

(ii) Question No. 11 to 20 (very short answer) of 2 marks each assess the micro level understanding of the overall syllabus. The answers to these questions should not exceed 50 words each.

(iii) Question No. 21 to 30 (short answer type) of 4 marks each assess the understanding skills of a student where answers should not exceed 100 words each.

Section B: Question No. 31 to 35 (Long answer type) of 6 marks each with internal choice are designed to evaluate the conceptual knowledge of students regarding the subject. The answers to these questions should not exceed 200 words each.

All the questions are compulsory.

Section A: Multiple Choice Questions

(1 mark each)

Q1. Who is known as the father of Travel Agency business.

- | | |
|----------------------|-------------------|
| (a) Thomas Cook | (c) Jeena & Co. |
| (b) Lee and Muirhead | (d) Cox and Kings |

Q2. A wholesaler who sells package tour is called

- | | |
|---------------------|-----------------------|
| (a) Travel operator | (c) Travel Agency |
| (b) Travel Agent | (d) None of the above |

Q3. CRS stands for

- | | |
|---------------------------------|-----------------------------------|
| (a) Computer Reservation system | (c) Customer Reservation system |
| (b) Consumer Reservation system | (d) Computer Reservation software |

Q4. Itinerary is also known as

- (a) Tour plan
- (b) Travel facilities
- (c) Tour product
- (d) Tour services

Q5. MICE stands for

- (a) Meeting Incentives Conference Expositions
- (b) Meetings Incentives Customer Expositions
- (c) Meetings Incentives Conference Expenditure
- (d) Money Incentives Conference Expositions

Q6. Which one is the handicraft of Jammu & Kashmir

- (a) Carpets
- (b) Cooper & Silverware
- (c) Basketry
- (d) None of these

Q7. The main purpose of travel and tourism can be

- (a) Business
- (b) Pleasure
- (c) Pilgrimage
- (d) All of the above

Q8. The linkages in hotel industry are

- (a) Transportation
- (b) None of above
- (c) Accommodation
- (d) Both (a) & (b)

Q9. The account which shows the financial position on a particular day

- (a) Ledger
- (b) Journal
- (c) Cash Book
- (d) Balance sheet

Q10. Food & Beverages services in a hotel provide

- (a) Restaurant
- (b) House keeping
- (c) Coffee shop
- (d) Both (a) & (b)

Very Short Answer Type Questions

(2 marks each)

Q11. Define a tour operation.

Q12. What is a Specialty Restaurant?

Q13. Define Consortia/ Define marketing mix.

Q14. Define PATA & TATA.

- Q15. List 4 tourism destinations of J&K.
- Q16. Define P&L A/C.
- Q17. Briefly describe linkages of Travel trade.
- Q18. What do you mean by carrying capacity
- Q19. Define Front office.
- Q20. Define Still room and Grill room.

Short Answer Type Questions

(4 marks each)

- Q21. Discuss the functions of travel agency in marketing a tour.
- Q22. Explain 3 types of tour itinerary.
- Q23. Write the importance of travel documentations.
- Q24. Describe Independent tour operations.
- Q25. Explain the importance of tour brochures.
- Q26. Discuss the working of professional bodies for tourism industry.
- Q27. Describe the functions of various linkages in tourism.
- Q28. How is working of travel agent related to that of tour operator.
- Q29. Discuss the career in housekeeping department.
- Q30. Explain the significance of telecommunication skills tourism industry.

Section B: Long Answer Type Questions

(6 marks each)

- Q31. Explain the functions of travel agents and tour operators.

Or

Explain the origin and development of tour operations after grand tour.

- Q32. Elaborate the concept of inbound and outbound tour packaging.

Or

Explain the development of Commercial & semi-commercial accommodation in hospitality sector.

Q33. Explain networking and coordination as linkages in hospitality trade.

Or

Discuss the role of public sector in tourism development.

Q34. What is carrying capacity? Elaborate its impact on tourism destination development.

Or

Describe the economic & non economic impact of tourism industry.

Q35. Explain the working of Food & Beverages Industry.

Or

- (i) Draft a neat and clean proforma of profit and loss account.
- (ii) Elaborate marketing mix with reference to tourism.

Marking Scheme

	Section- A			Section-B
	1	2	4	6 marks
Unit-I	1	2	4	6
Unit-II	1	2	4	6
Unit-III	1	2	4	6
Unit-IV	1	2	4	6
Unit-V	1	2	4	3
Unit-VI	1	2	4	3
Unit-VII	1	2	4	6
Unit-VIII	1	2	4	6
Unit-IX	1	2	4	-
Unit-X	1	2	4	3
	10	20	40	