Meghalaya Board of School Education

QUESTION PAPERS

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24/VC/TR&H

2024

TOURISM AND HOSPITALITY

(Vocational Course)

Full Marks : 30

Time : 1 hour

The figures in the margin indicate full marks for the questions

SECTION—A

1. Choose the most appropriate answer from the given options (any *eight*) : 1×8=8

(a) The means by which a message is sent is called

(i) channel

(ii) receiver

(iii) messenger

(iv) sender

(b) _____ is/are the stress management technique/ techniques.

(i) Physical exercise

(ii) Yoga

(iii) Meditation

(iv) All of the above

(c) A consumer's buying behaviour is influenced by

(i) purchasing power

(ii) cultural and social factors

(iii) personal preference

(iv) All of the above

(d) What does a trademark protect?

(i) An invention

(ii) A work of art

(iii) Logos, symbols and brands

(iv) A secret formula

(e) Which of the following shortcut keys is used to paste a file?

(i) Ctrl + C

(ii) Ctrl + P

(iii) Ctrl + V

(iv) Ctrl + X

(f) The "Sexual Harassment of Women at Workplace Act" was passed in which year to protect women at the workplace?

(i) 2010

(ii) 2011

(iii) 2012

(iv) 2013

(g) What is the 3rd goal of Sustainable Development Goal?

(i) End poverty

(ii) Zero hunger

(iii) Good health and well-being

(iv) Gender equality

(h) As an entrepreneur, you should be

(i) creative

(ii) hardworking

(iii) a decision maker

(iv) All of the above

(i) What is 'A' in ABC of stress management?

(i) Advice

(ii) Adorable

(iii) Adequate

(iv) Adversity

(j) What does etiquette mean?

(i) Good behaviour

(ii) Body language

(iii) Attitude

(iv) Dress-up

SECTION—B

2. Answer very short answer-type questions of the following (any *four*) : 1×4=4

(a) What are linguistic barriers of communication?

(b) Who is an entrepreneur?

(c) What are the three main customer needs?

(d) Explain how Trojan Horse Virus works.

(e) What is recreation?

(f) What is time management?

SECTION—C

3. Answer short answer-type questions of the following (any *three*) : 2×3=6



(a) What are the etiquette and manners while interacting with the guest?

(b) Give four reasons why feedback is important.

(c) What is trade dress?

(d) List down any six sustainable development goals made by the United Nations.

(e) What are the qualities of an entrepreneur?

(f) What facilities should be given to women at their workplace?

SECTION—D

4. Answer long answer-type questions of the following (any *three*) : 4×3=12

(a) What are the etiquette and manners in terms of distance, speech, gestures with the guest?

(b) List down any five management techniques of stress.

(c) What are the barriers to effective communication?

(d) Define Intellectual Property Rights. List down its components.

(e) What do you understand by customer profiling and how will you maintain a customer profile?

(f) Define sustainable development. Write a short note on sustainable processes.

★★★

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