

Version No.			

ROLL NUMBER						



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1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6
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1	1	1	1	1	1	1
2	2	2	2	2	2	2
3	3	3	3	3	3	3
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5	5	5	5	5	5	5
6	6	6	6	6	6	6
7	7	7	7	7	7	7
8	8	8	8	8	8	8
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Answer Sheet No. _____

Sign. of Candidate _____

Sign. of Invigilator _____

Tourism Management SSC–I
SECTION – A (Marks 06)
Time allowed: 10 Minutes

Section – A is compulsory. All parts of this section are to be answered on this page and handed over to the Centre Superintendent. Deleting/overwriting is not allowed. **Do not use lead pencil.**

Q.1 Fill the relevant bubble for each part. All parts carry one mark.

- (1) Fairy Meadows is located in:
A. Punjab B. Gilgit-Baltistan
C. Sindh D. Khyber Pakhtunkhwa
- (2) Promotion of a product is important to increase:
A. Sales B. Distribution
C. Supply D. Branding
- (3) Foodborne illness causes:
A. Nausea B. Weight gain
C. Leg pain D. Joint pain
- (4) Following is **NOT** included as an equipment:
A. Holding tables B. Coffee urns and makers
C. Ice machines D. Fizzy coolers
- (5) Virtual events are called:
A. Seminar B. Webinar
C. Conference D. Meeting
- (6) Inspiring the staff is a good reflection of which type of skill:
A. Negotiating B. Leadership
C. Budgeting D. Project management



Federal Board SSC-I Examination
Tourism Management
(Curriculum 2021)

Time allowed: 2.00 hours

Total Marks: 24

Note: Answer any seven parts from Section 'B' and attempt any two questions from Section 'C' on the separately provided answer book. Write your answers neatly and legibly.

SECTION – B (Marks 14)

Q.2 Attempt any **SEVEN** parts from the following. All parts carry equal marks. Be brief and to the point. (7 × 2 = 14)

- i. Define tourism management.
- ii. Enlist 4 P's of marketing.
- iii. Enlist key functions of management.
- iv. What are the 5 A's with respect to tourist destination?
- v. What are the key characteristics of International Tourist destinations in Pakistan?
- vi. What is food and beverage in hospitality industry?
- vii. Define event management.
- viii. Enlist the types of events.
- ix. Define interpersonal communication skills.
- x. What is personal hygiene and grooming?

SECTION – C (Marks 10)

Note: Attempt any **TWO** questions. All questions carry equal marks. (2×5 = 10)

Q.3 Describe the skills required to manage the operations in tourism industry.

Q.4 Explain the importance of teamwork in a professional environment.

Q.5 Event and Festivals attracts different tourists. Explain statement and support.

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