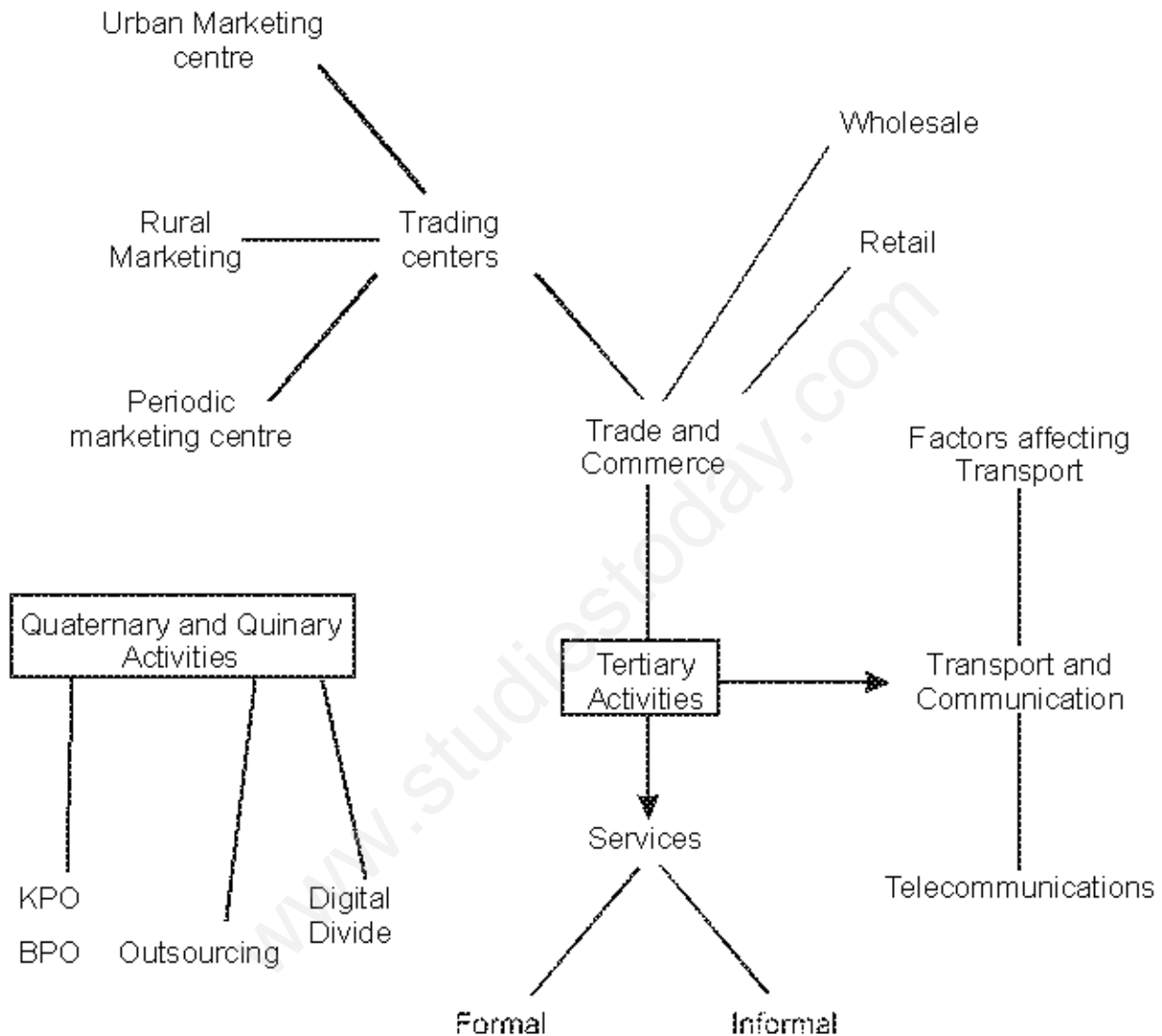


LESSON 7

TERTIARY AND QUATERNARY ACTIVITIES



Q1. To which sector are the tertiary activities related? (1)

Ans Service sector

Q2. Write any two types of trade? (1)

Ans Retail and wholesale

Q3. Write the names of any two means of communication. (1)

Ans T.V. and Radio

Q4. Write any two jobs that involve mental work. (1)

Ans Teaching and doctor

Q5. Write any two Quaternary activities. (1)

Ans Scientist, researchers, administrators

Q6. Write any two examples of low order services. (1)

Ans Cobbler, gardener, washerman etc.

Q7. Give two examples of important high order services. (1)

Ans Finance and insurance

Q8. Which is the fastest means of communication? (1)

Ans Mobile, satellite

Q9. Name two tourist regions of the world. (1)

Ans Mediterranean and Goa coast

Q10. Write any two elements of tertiary activities. (1)

Ans Productivity and exchange

Q11. Describe the factors affecting tourism. (3)

Ans Demand :

1. Improvement in Standard of living and
2. increasing leisure time.

Transport :

1. Travelling is easier with better road system
- 2 Expansion of air travel has made it more comfortable
- 3 Advent of package holidays has reduced the cost.

Q12. What is 'Digital Divide'? (3)

Ans A divide or Gap which has emerged between the developed and developing nations due to difference in economic, political and social disparities. In the field of Information and Communication Technology (ICT) developed countries in general have surged forward while Developing countries have lagged behind and this is known as the 'Digital divide.'

Q13. India is fast emerging as an important destination of medical tourism in the world.

Discuss. (3)

- Ans : ■ **World class hospitals in metropolitan cities of India are providing world class medical facilities at low cost.**
- Treatment for various ailments costs about one-fourth of the cost incurred in the advanced countries.
 - Patients find it cheaper even after spending for their air passage to reach India and enjoy as tourists in addition to medical treatment
 - Medical tourism has benefited developing countries like India, Malaysia, Thailand and Singapore.

Q14. What is the importance of tourism? Explain with examples the four factors of tourist attractions in the world. (5)

Ans. Tourism is the world's single largest tertiary activity in total registered jobs and total revenue Factors of tourist attraction

- Climate
- Landscape
- History and Art
- Culture and Economy

Q15. Define the term Trade. State four characteristics of Rural Marketing centre. (5)

Ans. Trade is essentially buying and selling of items produced elsewhere.

Characteristics of Rural Marketing Centre

- They cater to nearby Settlements
- Here personal and professional services are not well developed
- They form local collecting and distributing centres
- Significant centres for making available goods and services which are most frequently demanded by rural folk.

Q16. Outsourcing is providing lots of job in developing countries. Discuss (5)

- Ans.**
- Outsourcing is giving work to an outside agency to improve efficiency and to reduce costs.
 - Outsourcing has resulted in the opening up of a large number of call centres in India, China, Eastern Europe, Israel, Philippines and Costa Rica.
 - Outsourcing is coming to those countries where cheap and skilled workers are available.
 - Developing countries have IT skilled staff with good English languages skills and are available at lower wages than those in the developed countries.

- Overhead costs are also much lower making it profitable for the companies to get job work carried out overseas whether it is in India, China or Botswana.

Q17. How is KPO different from BPO? (5)

Ans. The KPO (Knowledge processing out sourcing) industry is distinct from Business Process Outsourcing (BPO) as it involves highly skilled workers. It is information driven knowledge Outsourcing. KPO enables companies to create additional business opportunities. Examples of KPOs include research and development activities & learning, business research, intellectual property research, legal profession and the banking sector.

Q18. Why quinary activities are considered as golden collar jobs? (5)

- Ans. – Highly specific group of economic activities
- highest level of decision makers or policy makers highly paid
 - Includes senior business executives, government officials, research scientists, financial and legal consultants.
 - Their importance in the structure of advanced economies far out weights their numbers.

Q19. Explain the three characteristics of quaternary activities. (3)

- Ans (1) Knowledge based.
- (2) Refers to more intellectual occupation.
- (3) Highest income and higher degree of mobility.

Q20. Explain with examples the significance of service sector in modern economic development of the world. (3)

- Ans (a) Services are provided to individual consumers.
- (b) Weightless
- (c) Supervised and performed by government /companies.
- (d) Provide more employment with more income or profit.

