
CBSE Test Paper 01
Ch-7 Tertiary and Quaternary Activities

1. Which sector is related to tertiary activities?
2. Give the meaning of digital divide.
3. Give the meaning of retail trading services.
4. Write the name of any two means of communication.
5. Differentiate Rural Marketing Centres and Urban Marketing Centres
6. Differentiate BPO and KPO.
7. How does demand and transport affect tourism. ?
8. What is the importance of periodic markets?
9. Explain in detail the significance of transport and communication services.
10. Define the term Trade. State four characteristics of rural marketing centre.

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Answer

1. The service sector is related to tertiary activities.
2. Opportunities emerging from the Information and Communication Technology based development is unevenly distributed across the globe. There are wide ranging economic, political and social differences among countries. There are wide differences between countries and within country in the accessibility of Information and Communication Technology (ICT). This gap in accessibility of ICT is called digital divide.
3. This is the business activity concerned with the sale of goods directly to the consumers. Street peddling, handcarts, trucks, door-to-door, mail-order, telephone, automatic vending machines and internet are examples of non-store retail trading.
4. Two means of communication are T.V. and Radio.

5.

| Rural Marketing Centres | Urban Marketing Centres |
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| Rural marketing centre provide facility to nearby settlements. | Urban marketing centre provide facility to wide services to large areas. |
| Rural centres are mostly rudimentary type. | Urban centres offer specialised services. |
| Personal and professional services are undeveloped in rural centres. | They are highly developed in urban centres. |
| Rural marketing centres acts as a local collecting and distributing centres. | Urban marketing centres provide services beyond cities at national or international levels. |

6.

| BPO | KPO |
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| IT stands for Business Processing Outsourcing. | It stands for Knowledge Processing Outsourcing. |
| BPO is outsourcing of business activities such as customer care. | It is information driven Knowledge Outsourcing. |
| The BPO industry involves relatively less high skilled workers as compared to KPO. | The KPO industry involves more high skilled workers. |
| BPO enables companies to reduce cost and increase efficiency. | KPO enables companies to create additional business opportunities. |
| Examples of BPO, include data processing, accounting services call centres and customer support. | Examples of KPOs include research and development (R and D) activities, e-learning, business research, intellectual property (IP), research, legal profession and the banking sector. |

7. More significant in recent years has been the expansion in air transport. For example, air travel allows one to travel anywhere in the world in a few hours of flyingtime from their homes. The advent of package holidays has reduced the costs.

Demand: -

- i. Demand for more holiday tour packages has increased rapidly due to higher paying capacity.
- ii. Improvement in standard of living and increasing leisure time.

Transport:

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

8. Periodic markets in rural areas are found where there are no regular markets and

local periodic markets are organised at different temporal intervals. These may be weekly, biweekly markets from where people from the surrounding areas meet their temporally accumulated demand. These markets are held on specified dates and move from one place to another. The shopkeepers thus, remain busy on all the days while a large area is served by them.

9. Importance of Transport:

- i. The transport system helps to send raw materials, fuel, and machinery to different industries at the right time and runs the industry.
- ii. The transport system helps to raise the production of raw materials, fuels, and machinery, etc. by providing a market to it. The transport system widens the size of the market. Due to the selling of commodities in an extensive manner in large areas, it leads to large-scale production.
- iii. The transport system is regarded as a strong pillar to protect the people from the difficulties of war, natural calamities, and other problems. Transfer of military equipment, soldiers and war-heads are possible only through a developed transport system during the war.

Importance of Communication:

- i. Communication is the medium for sending information and news. The communication system helps industrialists and business communities to take the right decisions at the right time by providing them information and news related to business and financial matters.
- ii. Communication system facilitates economic development by sending information. It is possible to change the outlook and style of living of the people according to the changing conditions of the world.

10. Trade is essentially buying and selling of items produced elsewhere. All the services in retail and wholesale trading or commerce are specifically intended for profit. All this work takes place in towns and cities also known as trading centres.

Characteristics of rural marketing centre:

- i. Rural marketing centres cater to nearby settlements. These are quasi-urban centres.

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- ii. They serve as trading centres of the most rudimentary type. Here personal and professional services are not well-developed. These form local collecting and distributing centres. Most of these have mandis (wholesale markets) and also retailing areas. They are not urban centres *per se* but are significant centres for making available goods and services which are most frequently demanded by rural folk.
 - iii. Periodic markets in rural areas are found where there are no regular markets and local periodic markets are organised at different temporal intervals. These may be weekly, bi-weekly markets from where people from the surrounding areas meet their temporally accumulated demand. These markets are held on specified dates and move from one place to another. The shopkeepers thus remain busy on all the days while a large area is served by them.