

Introduction:

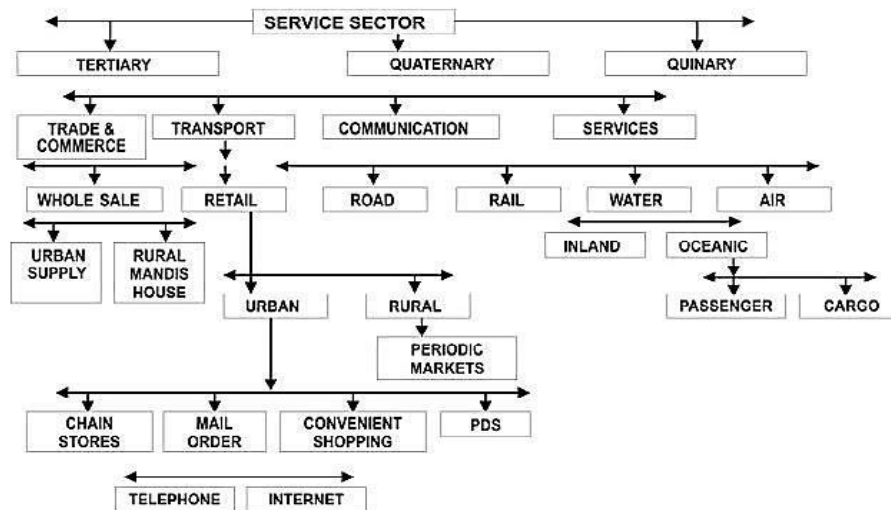
In this chapter, there are four types of higher employment - commercial, transportation, communications and services. Higher jobs include both production and exchange. Production involves the 'supply' of 'consumed' services. The result is measured indirectly in terms of salaries and wages.

1. Tertiary and Quaternary Activities:

In the early stages of economic development, the vast majority of the population worked in the lower sector. In a developed economy, the majority of workers get jobs at a tertiary institution and the middle half is employed in the secondary sector. Higher jobs include both production and exchange. Production involves the 'supply' of 'consumed' services. The result is measured indirectly in terms of salaries and wages.

2. Types of Higher Activities

TYPES OF TERTIARY ACTIVITIES



The chart provides a basis for classifying higher tasks. There are four types of higher employment - commercial, transportation, communications and services.

3. Trade and commerce

Trade is actually the buying and selling of products produced elsewhere. All services in retail stores and supermarkets or commercials are for profit. The towns and cities where all these activities take place are known as trading centres. The increase in trade from domestic trading to currency trading on an international scale has produced many institutions and institutions such as trading centres or collection and distribution centres. Commercial centres can be divided into rural and urban commercial centres.

1. Rural marketing centres cater for nearby areas. These are centres near the city. They operate as the most stupid trading centres. In rural areas, there are occasional markets once a week or twice a week and people from nearby areas meet their needs. These markets are held on specified dates and shop owners move from one place to another.
2. Urban marketing centres have very specialized urban resources. They provide general goods and services as well as many special goods and services that people need. Urban centres therefore provide manufactured goods and many specialized developing markets, e.g., labour markets, housing, in residual or finished products. Resources for educational institutions and professionals such as teachers, lawyers, consultants, doctors, dentists and veterinarians are available.

Trade Vs Commerce

DO YOU KNOW?

Consumer cooperatives were the first of the large-scale innovations in retailing.

Departmental stores:

Departmental stores delegate the responsibility and authority to departmental heads for purchasing of commodities and for overseeing the sale in different sections of the stores.

4. Retail Trading



This is a business activity related to the sale of goods directly to consumers. Most of the sales that take place take place at focused locations or in stores dedicated to the sale only. Street trading, handcuffs, trucks, door-to-door entry, postal order, telephone, automated sales equipment and the internet are examples of off-trade trading.

Activity

- Q1. Make a short note on the Tertiary and Quaternary Activities?
- Q2. Make a short note on the Types of the Higher Activities?
- Q3. Make a short note on the Trade and commerce?
- Q4. Make a short note on the Retail Trading?

5. Wholesale Trading



Wholesale trading involves a business that has a large number of medium-sized retailers and offers housing and not retail stores. Some supermarkets, including chain stores, are able to buy directly from manufacturers.

6. Transportation



Transporting service or place where people, building materials and manufactured goods are transported from one place to another. It is an organized industry designed to meet the basic human need for travel. Transport distance can be measured as: kilometers or actual distance of route; the distance or time taken to travel a particular route; and distance or cost of travel on the route.

7. Factor affecting Transport



THE FACTORS INFLUENCING THE COST OF TRANSPORTATION ARE

The Need for transportation is influenced by the size of the population. The larger the population, the greater the need for transportation.

Routes depend on: the location of cities, towns, villages, industrial centres and immaturity, the trade pattern between you, the nature of the area within you, the type of climate, and the available funds to overcome obstacles along the route.

DO YOU KNOW?

Chain stores:

Chain stores are able to purchase merchandise most economically, often going so far as to direct the goods to be manufactured to their specification. They employ highly skilled specialists in many executive tasks. They have the ability to experiment in one store and apply the results to many.

8. Communication



Communication services include the transmission of words and messages, facts and ideas. The invention of writing kept messages and helped to make communication dependent on transportation. These were actually carried by hand, animals, boat, road, rail and air. But new technologies have made communications independent of transportation, such as cell phones, telephones, and satellites. Some of the communication services are discussed below:

1. Telecommunication:



The use of communication is linked to the development of modern technology. It has greatly changed communication because of the speed of messaging. Besides, the latest developments like mobile phones have made communication more direct and immediate at anytime and anywhere.

2. Radio and Television:



Radio and television also help to transmit news, pictures, and calls to more people around the world and are therefore called media. They are important for advertising and entertainment.

3. Newspapers:



Newspapers can cover events in every corner of the globe. Satellite communication transmits information to the earth and the atmosphere. The internet has really revolutionized the global communication system.

4. Services:

Services occur at many different levels. Some are intended for industry, some for individuals, and some are intended for both industry and individuals, e.g., transportation systems. Services can be divided into three categories. Of course:

1. Low quality services, including standard and widespread services such as grocery stores and laundry etc.
2. High Order Services:

These are specialized and less common as accountants, consultants and doctors. Other services are monitored and / or regulated by the government such as operations, maintenance of highways, bridges, fire departments, education, health care, etc.

Many resources are now being managed. Designing and maintaining highways and bridges, maintaining fire departments and providing or directing education and customer care are among the most important services that are often monitored or provided by governments or corporations.

Activity

- Q1. Make a short note on the Wholesale Trading?
- Q2. Make a short note on the Transportation?
- Q3. Make a short note on the Factor affecting Transport?
- Q4. Make a short note on the Communication?

9. People Who Engaged in Tertiary Activities



Today most people are service workers. Services are provided in all communities. But in the most developed countries more workers are employed in service delivery compared to less developed countries. The practice of employment in this field has been growing while still unchanged or declining in primary and secondary employment.

DO YOU KNOW?

Medical Tourism:

When medical treatment is combined with international tourism activity, it lends itself to what is commonly known as medical tourism.

Quaternary Sector:

The Quaternary Sector along with the Tertiary Sector has replaced most of the primary and secondary employment as the basis for economic growth.

10. Other Selected Examples

1. Tourism:



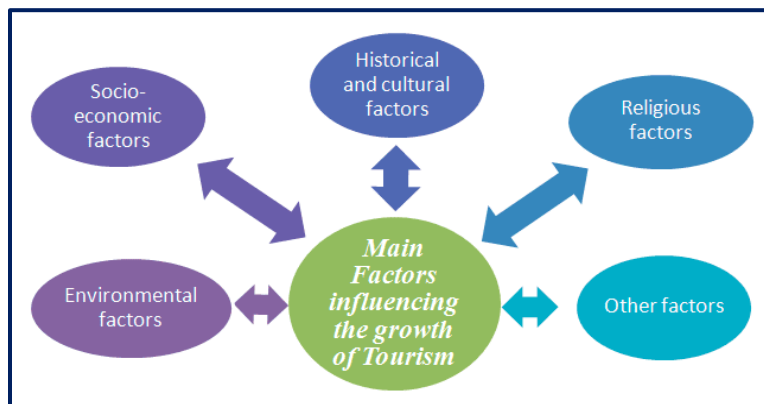
Tourism is part of the service sector which means travel for business purposes instead of business. It has become one of the largest jobs in the world of higher education in registered jobs (250 million) and gross income (40 percent of gross domestic product). In addition, many locals are hired to provide services such as accommodation, food, transportation, entertainment and specialty outlets that cater to tourists. The industry is creating jobs as people are busy providing accommodation, food, transport, entertainment, marketing and crafts.

2. Tourist Regions:



The tropical areas along the Mediterranean Coast and the West Coast of India are some of the most popular tourist destinations in the world. Others include winter sports districts, found mainly in mountainous areas, and with a variety of landscapes and national parks, scattered throughout. Historic cities also attract tourists, thanks to monuments, heritage sites and cultural activities.

3. Tourism Factors:



Demand: Since the last century, the holiday season has grown exponentially. Improvements in living conditions and increased leisure time allow more people to go on vacation to relax.

4. Transport:



The opening of tourist facilities has been facilitated by the development of transport facilities. Travel is easy by car, with better road arrangements. Most notable in recent years has been the increase in air travel. For example, air travel allows a person to travel anywhere in the world within a few hours of flight time from home. The arrival of package holidays has reduced costs.

5. Tourist Attraction:



1. Climate:



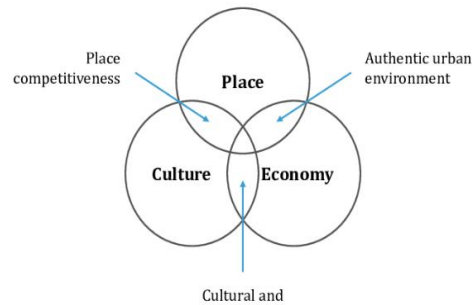
Most people from cold climates expect a warm, sunny climate for seaside holidays. This is one of the main reasons for the importance of tourism in South Europe and the Mediterranean. The Mediterranean climate offers almost constant temperatures, rather than in other parts of Europe, longer hours of sunlight and less rain during the peak holiday season. People who take winter vacations have certain weather conditions, be it temperatures higher than their home areas, or a snow-covered ski resort.

2. Location:

Many people like to spend their vacations in the scenery, which often means mountains, lakes, spectacular beaches and

places that have not been completely altered by man. History and Art: The history and art of the area is a potential attraction. People visit old or beautiful cities and archaeological sites, and enjoy exploring castles, palaces, and churches.

3. Culture and Economy:



These attract tourists with a taste for national and local culture. Besides, if the region provides tourist services at a lower cost, it may be more popular. Staying at home has emerged as a lucrative business like luxury homes in Goa, Medicare and Coorg in Karnataka.

11. India Overseas Patient Medical Services

Medical or tourism services occur when treatment is integrated with international tourism service. People from developed countries like the US visit India for medical or service visits. India has emerged as the world's leading medical tourism destination. Medical tourism brings many benefits to developing countries such as India, Thailand, Singapore and Malaysia. In addition to medical visits, the procedure for issuing medical examination services and data interpretation. Hospitals in India, Switzerland, and Australia have been providing specialized medical services - from the study of radiology, to the interpretation of Magnetic Resonance Images (MRIs) and ultrasound testing. Outsourcing has great benefits for patients, whether it is focused on improving quality or providing specialized care.



12. Quaternary Functions

Quarterly tasks include one of the following: collecting, producing and disseminating information or producing information. A Quaternary Career Centre for research, development and can be seen as an advanced form of services that incorporates specialized knowledge and technical skills.

13. Quinary Activities



Quinary activities are services focused on creating, rearranging and interpreting new and existing ideas; data translation and use and testing of new technologies. A very high level of decision-makers or policy makers performs inquiry tasks. This is in stark contrast to the knowledge-based industries the quinary sector is generally facing.

14. Outsourcing

Dissolving or outsourcing a contract gives an outside agency work to improve efficiency and reduce costs. Job creation has led to the opening of a large number of call centres in India, China, Eastern Europe, Israel, the Philippines and Costa Rica. It has created new job opportunities in these countries. Unemployment comes to those countries where cheap and skilled workers are available. These are also foreign countries.

Foreign countries are facing opposition from job seekers in their home countries. Comparative gain is the main reason for continued output. New styles in quinary services include information processing (KPO) and 'home shoring', the following as an alternative to extraction. The KPO industry is different from Business Process Outsourcing (BPO) as it involves more skilled workers. It is the transfer of knowledge without knowledge. KPO empowers companies to create more business opportunities. Examples of KPOs include research and development activities (R & D), e-learning, business research, intellectual property (IP) research, legal research and the banking sector.

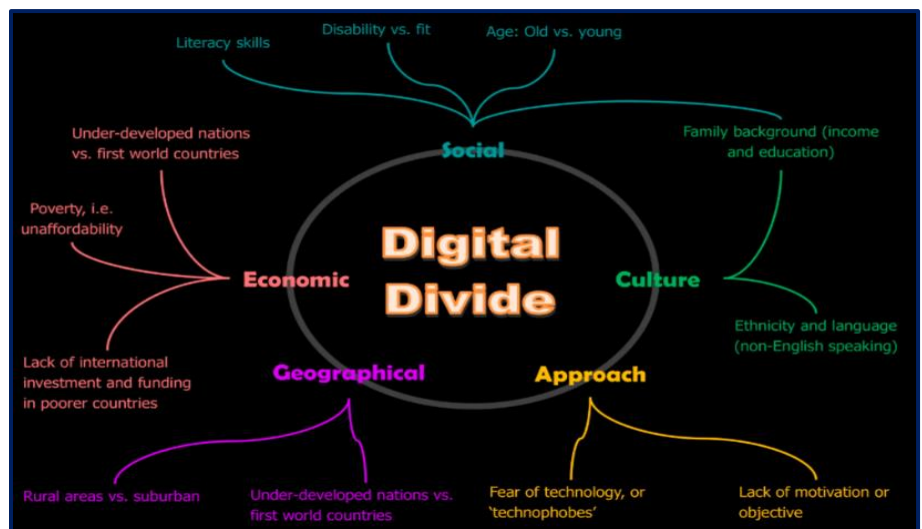


DO YOU KNOW?

Business activities that are outsourced include information technology (IT), human resources, customer support and call centre services and at times also manufacturing and engineering. Data processing is an IT related service easily be carried out in Asian, East European and African countries.

15. Digital Divide

Opportunities arising from Information and Communication Technology-based development are evenly distributed throughout the world. There are widespread economic, political, and social differences between countries. Advances in information and communication technology are being unequally distributed across the globe. Some regions have succeeded and others are lagging behind. This is known as digital segmentation. In developing countries, this type of diversity is more pronounced than in developed countries. Here, large cities are more developed than in rural areas.



Activity

- Q1. Make a short note on the quaternary function?
- Q2. Make a short note on the India Overseas Patient Medical Services?
- Q3. Make a short note on the Outsourcing and digital divide?

Questions For Practice

1. Which one of the following sectors provides most of the employment in Delhi, Mumbai, Chennai and Kolkata?
(a) Primary (b) Quaternary
(c) Secondary (d) Service
2. Which one of the following activities is related to the quaternary sector?
(a) Manufacturing computers
(b) Paper and raw pulp production
(c) University teaching
(d) Printing activities
3. Which one of the following activities is NOT a secondary sector activity?
(a) Iron smelting
(b) Catching fish
(c) Making garments
(d) Basket weaving
4. What does ICT stand for?
(a) Information Communication Technologies
(b) Intelligent Communication Technologies
(c) Infrastructural Communication Technologies
(d) International Communication Technologies
5. Which service does not require professional skill?
(a) Lawyer (b) Doctor
(c) Teacher (d) Shopkeeper
6. What does CBD stand for?
(a) Central Board of Development
(b) Communication and Business Development
(c) Community Board Development
(d) Central Business District
7. Which of the following is an example of mass media?
(a) Letter (b) Phone
(c) Newspaper (d) All of these
8. What are quasi-urban centres?
(a) Retail marketing centres
(b) Urban marketing centres
(c) Rural marketing centres
(d) Wholesale marketing centres
9. Who operates on the wholesaler's capital?
(a) Large stores
(b) Chain stores
(c) Retailer
(d) Departmental stores
10. A link road joining between two___?
(a) Nodes (b) Vertex
(c) Points (d) None
11. Who operates on the wholesaler's capital?
(a) Large stores (b) Chain stores
(c) Retailer
(d) Departmental stores
12. A road joining two nodes is?
(a) Link (b) Vertex
(c) Node (d) Network
13. What are quasi-urban centres?
(a) Retail marketing centres
(b) Urban marketing centres
(c) Rural marketing centres
(d) Wholesale marketing centres
14. Tertiary activities depend on?
(a) Skill (b) Machinery
(c) Factory (d) Production
15. Which of the following is an example of mass media?
(a) Letter (b) Phone
(c) Newspaper (d) All of these
16. Which is included in Exchange?
(a) Trade
(b) Transport
(c) Communication
(d) All of the above
17. Which one of the following is a tertiary activity?
(a) Farming (b) Trading
(c) Weaving (d) Hunting
18. Which one of the following is not a quinary activity?
(a) Policy Makers
(b) Consultancy
(c) Insurance
(d) None of the above
19. Which service does not require professional skill?
(a) Lawyer (b) Doctor
(c) Teacher (d) Shopkeeper
20. Isochrones are lines that join places of equality?
(a) Km distance
(b) Time Distance
(c) Cost Distance
(d) Profit distance
21. Who operates on the wholesaler's capital?
(a) Large stores
(b) Chain stores
(c) Retailer
(d) Departmental stores
22. A road joining two nodes is?
(a) Link (b) Vertex
(c) Node (d) Network
23. Manufactured goods are provided by?
(a) Urban centers
(b) Rural centers
(c) Mandi
(d) Bi-weekly markets
24. Tertiary activities depend on?
(a) Skill (b) Machinery
(c) Factory (d) Production
25. Which of the following is an example of mass media?
(a) Letter (b) Phone
(c) Newspaper (d) All of these
26. Which is not included in Exchange?
(a) Trade
(b) Transport
(c) Communication
(d) Salaries
27. To which group of activities does a tax consultant belong?
(a) Primary (b) Secondary
(c) Tertiary (d) Quaternary
28. Which of the following will not be included under service?
(a) Rural Market
(b) Financial Market
(c) Housekeeper
(d) None of the above
29. Which service does not require professional skill?
(a) Lawyer (b) Doctor
(c) Teacher (d) Shopkeeper
30. Which one of the following sectors provides most of the employment in Delhi, Mumbai, Chennai and Kolkata?
(a) Primary (b) Quaternary
(c) Secondary (d) Service
31. Jobs that involve high degrees and levels of innovations are known as?
(a) Secondary activities
(b) Quaternary activities
(c) Quinary activities
(d) Primary activities

- 32.** Which is not included in Exchange?
 (a) Trade
 (b) Transport
 (c) Communication
 (d) Salaries
- 33.** Tertiary activities depend on?
 (a) Skill (b) Machinery
 (c) Factory (d) Production
- 34.** Door-to-door service is provided by?
 (a) Retail trading
 (b) Wholesale trading
 (c) Mandi
 (d) Co-operatives
- 35.** Which was the first to handle large scale retailing?
 (a) Consumer co-operatives
 (b) Departmental stores
 (c) Chain stores
 (d) None
- 36.** Who operates on the wholesaler's capital?
 (a) Large stores
 (b) Chain stores
 (c) Retailer
 (d) Departmental stores
- 37.** A road joining two nodes is?
 (a) Link (b) Vertex
 (c) Node (d) Network
- 38.** Which are the fastest means of communication?
 (a) Telegraph
 (b) Telex
 (c) Radio
 (d) Mobile Telephones
- 39.** Which of the following has increased the demand for tourism?
 (a) Metropolitan city
 (b) Standard of Living
 (c) Banking Sector
 (d) None of the above
- 40.** Which of the following main factors are influencing the growth of tourism?
 (a) Socio-Economic Factors
 (b) Historical and Culture Factors
 (c) Environmental factors
 (d) All of the above

Solutions

1. (d)	6. (d)	10. (a)	14. (a)	18. (b)	22. (a)	26. (d)	30. (a)	33. (a)	37. (a)
2. (c)	7. (c)	11. (c)	15. (c)	19. (d)	23. (a)	27. (d)	30. (d)	34. (a)	38. (d)
3. (b)	8. (c)	12. (a)	16. (d)	20. (b)	24. (a)	28. (a)	31. (c)	35. (a)	39. (b)
4. (a)	9. (c)	13. (c)	17. (b)	21. (c)	25. (c)	29. (d)	32. (d)	36. (c)	40. (d)

