

Tertiary and Quaternary Activities

PART 1

Objective Questions

• Multiple Choice Questions

1. Which of the following is an example of tertiary activities?

- (a) Hunting (b) Gathering
(c) Mining (d) Trading

Ans. (d) Trading is an example of tertiary activities. Tertiary activities include the segment of economy that provide services to consumers. For example, transport, communication, education, trade etc.

2. Which of the following is the feature of rural marketing centres?

- (a) They provide very basic services.
(b) Professional services are not well developed.
(c) They provide facilities for local collection.
(d) All of the above

Ans. (d) All the given points are features of rural marketing centres.

3. Specialised goods and services are provided by which of the following?

- (a) Periodic markets (b) Rural marketing centre
(c) Urban marketing centre (d) Retail trading

Ans. (c) Specialised goods and services are provided by Urban marketing centre.

4. Activities which involve collection, production and dissemination of information are known by which name?

- (a) Secondary activities (b) Tertiary activities
(c) Quaternary activities (d) Quinary activities

Ans. (c) Quaternary activities involve collection, production and dissemination of information.

5. Which of the following is not a quinary activity?

- (a) Decision makers (b) Insurance
(c) Consultants (d) Policy makers

Ans. (b) Insurance is not an example of quinary activities. Quinary activities are services that focus on the creation, re-arrangement and interpretation of new and existing idea.

6. Which of the following is not an example of Knowledge Processing Outsourcing (KPO)?

- (a) Business research
(b) Intellectual property research
(c) Legal profession
(d) Outsourcing

Ans. (d) Outsourcing is not an example of KPO. Knowledge Processing Outsourcing (KPO) is mainly information based knowledge outsourcing. Whereas outsourcing means giving work to an outside agency to improve efficiency and reduce costs.

7. Which of the following pairs is not correctly matched?

- (a) Rural marketing centres – Center to nearby settlements
(b) Quasi-urban centres – Urban marketing centres
(c) Mandis – Wholesale markets
(d) Periodic markets – Rural areas

Ans. (b) Quasi-urban centres are Rural marketing centres (not urban marketing centres). They serve as trading centres of the most rudimentary type.

8. Which of the following pairs is correctly matched?

- (a) Periodic markets – Urban areas
(b) Weekly markets – Cities
(c) Urban marketing centres– Specialised urban services
(d) Urban centres – No specialised market for labour

Ans. (c) Urban marketing centres have more widely specialised urban services.

9. Match the following columns.

Column I (Tertiary activities)	Column II (Examples)
A. Trade and commerce	1. Wholesale trade
B. Wholesale trade	2. Rural mandis
C. Retail trade	3. Urban centres
D. Rural centre	4. Street peddling

Codes

	A	B	C	D		A	B	C	D
(a)	1	2	3	4	(b)	4	3	2	1
(c)	4	1	2	3	(d)	1	4	3	2

Ans. (a)

10. Match the following columns.

Column I (Colour of the Collar)	Column II (Nature of Work)
A. Red	1. People engaged in Primary activity
B. Black	2. Workers in mining
C. Blue	3. Manual labour work
D. Gold	4. Highly skilled knowledgeable work
E. Grey	5. Healthcare professionals
F. Pink	6. Librarian, receptionist etc

Codes

A B C D E F	A B C D E F
(a) 1 2 3 4 5 6	(b) 6 5 4 3 2 1
(c) 6 1 2 4 5 3	(d) 3 1 6 5 4 2

Ans. (a)

11. Consider the following statements and choose the correct option.

- Exchange involves all those facilities that are used to overcome distance.
- Trade, transport and communication are examples of exchange.

Options

- Only statement I is correct
- Only statement II is correct
- Both statements I and II are correct
- Both statements are incorrect

Ans. (c) Both statements I and II are correct

12. Consider the following statements and choose the correct option from the given options.

- Retail trading is a business activity.
- Retail trading is mainly concerned with the direct selling of goods to the consumers.

Codes

- Only I is correct
- Only II is correct
- Both statements are correct and statement II correctly explains statement I.
- Both statements are incorrect.

Ans. (c) Retail trading is a business activity which is mainly concerned with the direct selling of goods to the consumers.

13. Consider the following statements and choose the correct option for the same.

- In fixed store retail trading, most of the trading is done by fixed establishments or stores.
- These stores are only for the purpose of selling.

Options

- Only I is correct
- Both I and II are correct
- Only II is correct
- Both are incorrect.

Ans. (b) Both the statements I and II are correct.

14. Arrange the following activities in sequence as per their importance.

- Transportation
- Collection of information
- Outsourcing
- Mining

Codes

- IV, II, I, III
- III, II, I, IV
- I, II, III, IV
- IV, III, II, I

Ans. (b) The correct sequence is outsourcing, collection of information, transportation and mining. Outsourcing is a quinary activity, collection of information is a quaternary activity, transportation is a tertiary activity and mining is a primary activity.

15. Arrange the following colours of collars in sequence as per their importance of work.

- Grey Collar
- Black Collar
- Pink Collar
- Gold Collar

Codes

- I, II, III, IV
- II, I, IV, III
- IV, I, III, II
- I, IV, III, II

Ans. (c) The correct sequence is Gold collar (highly skilled knowledgeable work), Grey collar (healthcare professionals), Pink collar (librarian, receptionists, etc) and Black collar (mining work).

• Case Based MCQs

16. Read the case/source given and answer the questions that follow by choosing the correct option.

Services occur at many different levels. Some are geared to industry, some to people, and some to both industry and people, e.g. the transport systems. Low-order services, such as grocery shops and laundries, are more common and widespread than high-order services or more specialised ones like those of accountants, consultants and physicians. Services are provided to individual consumers who can afford to pay for them. For example, the gardener, the launderers and the barber do primarily physical labour. Teacher, lawyers, physicians, musicians and others perform mental labour. Many services have now been regulated. Making and maintaining highways and bridges, maintaining fire fighting departments and supplying or supervising education and customer-care are among the important services most often supervised or performed by governments or companies. State and union legislation have established corporations to supervise and control the marketing of such services as transport, telecommunication, energy and water supply. Professional services are primarily health care,

engineering, law and management. The location of recreational and entertainment services depends on the market. Multiplexes and restaurants might find location within or near the Central Business District (CBD), whereas a golf course would choose a site where land costs are lower than in the CBD.

- (i) Which of the following people are engaged in mental labour?

- (a) Gardeners (b) Physicians
(c) Musicians (d) Both (b) and (c)

Ans. (d) Physicians, musicians, lawyers, teachers etc are engaged in mental labour.

- (ii) Which of the following is not an example of Low-order service?

- (a) Grocery shops (b) Work of plumber
(c) Work of Electrician (d) Consultants

Ans. (d) Consultants are engaged in high-order (not low order) services.

- (iii) Government departments mostly supervise which of the following services?

- (a) Maintaining highways and bridges
(b) Maintaining fire fighting departments
(c) Education system
(d) All of the above

Ans. (d) The Government departments mostly supervise the public sector activities. For example, maintenance of highways and bridges, fire fighting departments, education system, customer care services and so on.

- (iv) Central Business District is a

- (a) Commercial and business centre of a rural area.
(b) Commercial and business centre of a city.
(c) location which provides recreational and entertainment services.
(d) None of the above

Ans. (b) Central Business District (CBD) is a commercial and business centre of a city.

PART 2

Subjective Questions

• Short Answer (SA) Type Questions

1. Explain any three characteristics of periodical markets of rural areas in the world. (All India 2010)

Ans. The three characteristics of periodical markets of rural areas in the world are

- Periodical markets in rural areas are found where there are no regular markets. Local periodical markets are organised at different intervals.
- There may be weekly, bi-weekly markets and people from the surrounding areas come here to fulfil their accumulated demands.
- These markets are held on specific days and move from one place to another. Thus, the shopkeepers remain busy on all the days, while a large area is served by them.

2. Describe the different types of retail stores.

Ans Different types of retail stores are

- Consumer Co-operatives** These are retail establishments which are organised and operated by the consumers themselves to obtain products of daily use at reasonably low prices.
- Departmental Stores** It is a large retail business unit which has number of stores engaged in purchasing and selling of different products.
- Chain Stores** These may direct goods to be manufactured as per their customised 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.

3. What is telecommunication? Why is it important?

Ans. Telecommunication is the exchange of information over significant distances by electronic means.

Importance of telecommunication is

- Modern technology has changed the old pattern of communication. It has made communication independent of transport.
- The use of mobile phones and internet has brought a revolution in modern communication.
- It has reduced the speed with which messages are sent to destination. It has reduced the communication time from weeks to minutes.
- It has made the communication direct and instantaneous at any time and from anywhere irrespective of location.
- It is now easier to cater to a wide range of audience across the world through radio, television or internet.

4. “Service sector has grown enormously over past few decades.” Give the reasons for the rise in service sector.

Ans. The reasons for the rise in service sector are

- Rapid Urbanisation** As more people start living in the cities, there is rising demand for various services in urban areas.
- Increase in Population** The necessity for basic services has increased due to increase in the population. These services are hospitals, education, banking etc.

- **Increase in Living Standard** The increasing living standard of the people has resulted in rising demand for services such as transport, tourism, sports etc.
- **Rising Income** The rising incomes of people have led to increase in the services required by them. These services include retailing, tourism, education etc.
- **Improvement in Technology** Improvements in technology have resulted in expansion of service sector in the international markets.

5. “Services are very important for economic development in the world.” Analyse the statement by explaining five major components of service sector. (Delhi 2011)

Ans Service sector is very important for the development of economy in the world as it involves all kinds of services like-education, health, welfare, business services, etc and provides employment to a large number of people.

The five major components of service sector are

- (i) Many services have been regulated by the government. It includes making and maintaining highways, bridges, supplying education and health services, transport, telecommunications, energy etc.
- (ii) Professional services that include primary health care, engineering, law etc.
- (iii) Personal services that are for the people to facilitate their work in daily life.
- (iv) Recreational and entertainment services that are widely distributed.
- (v) Whole sale and retail trading with the producers and consumers.

6. Discuss tourism as an important tertiary activity.

Ans. Tourism is an important tertiary activity as

- It is the largest sector of tertiary activities in terms of providing employment.
- It generates the largest revenue among tertiary activities in the world. Around 40 per cent of the world’s total GDP is generated by tourism sector.
- Tourism not only boosts the infrastructure, but also the local as well as global economy. It provides base for making a living for many people residing adjacent to tourist places.
- Local people are employed to provide variety of services like accommodation, food, transport, special shops and entertainment.
- It enhances the growth of retail trading, art and craft business or industries.

7. What are the two factors affecting tourism in the world? Explain each factor with example. (All India 2010)

Ans. The two factors affecting tourism in the world are

- (i) **Demand** It is the prime factor affecting tourism. For last few centuries, the demand for recreational and entertainment related activities have increased

significantly. The standard of living of people is improving and they need more leisure time due to nature of their work. Thus, demand for tourism is increasing.

- (ii) **Transport** The development in transport sector increases the demand for tourism. The easy accessibility to tourist locations and places encourages people to move or visit there. The expansion of air and rail network in the last decade has influenced tourism in increasing the number of tourists. Apart from this, the improvement in infrastructure at tourist spots has also increased the demand for tourism.

8. How does the climate of a region attract tourists? Explain with examples from different regions of the world. (All India 2009)

Ans The climatic conditions of any region attracts tourists in the following ways

- People from colder places seek to visit warm places, e.g. the Mediterranean lands and Southern Europe, due to their considerable higher temperature, sunny days and less rainfall attract tourists from Europe.
- People from warmer regions like to visit colder places, tourists from Northern plains of India prefer to go to tourist places located in the Himalayan region or other hill stations.
- Climatic conditions of a region also provide some adventurous activities to do and attract tourists, e.g. ice skating and skiing in snowy regions, sea surfing on beaches, etc.

9. What is medical tourism? Explain the scope of medical services for overseas patients in India. (All India 2015)

Ans. When medical treatment is combined with international tourism activity, it is known as medical tourism.

The scope of medical services for overseas patients in India is growing. The growing medical facilities in India during last few decades have made the country a favourable destination for medical tourists. The medical infrastructure also has developed to meet the world class demand of overseas patients. In India, many worldclass hospitals located in metropolitan cities cater to patients all over the world. These hospitals provide a variety of medical treatment at lower cost. For example, about 55,000 patients from USA, visited India in 2005 for medical treatment.

Thus, India has emerged as the leading country of medical tourism in the world. But still it is not as much advanced as USA, where each year millions of surgeries are performed.

- 10.** What are quaternary activities? Explain any three characteristics of quaternary activities.
(All India 2011)

Ans. Quaternary activity is a segment of service sector that is knowledge oriented. It has replaced most of the primary and secondary employment as the basis for economic growth. These include mutual fund managers, tax consultants, software developers and statisticians.

The three characteristics of Quaternary activities are

- (i) **Information Centric** These activities involve the collection, production and dissemination of information or even the production of information.
- (ii) **Research Oriented** Quaternary activities focus upon research, development and may be seen as an advanced form of service involving special knowledge and technical skills.
- (iii) **Outsourcing** These services are not tied to resources, affected by the environment or necessarily localised by the market. Thus, they can also be outsourced.

- 11.** What kind of functions are performed by people involved in quinary activities?

Ans. The functions performed by people involved in quinary activities are

- They are at the highest level of decision-making and policy-making.
- They focus upon creation, re-arrangement and interpretation of new and existing ideas, data interpretation and use and evaluation of new technologies.
- These people perform 'gold collar' professions, representing special and highly paid skills of senior business executives, government officials, research scientists, financial and legal consultants etc.

- 12.** Define the term outsourcing. What are the consequences of outsourcing?

Ans. Outsourcing or contracting out is giving work to an outside agency to improve efficiency and to reduce costs. Business activities that are outsourced include IT, human resources, customer support and call centre services. At times it includes manufacturing and engineering.

The consequences of outsourcing are

- It resulted in opening up of a large number of support call centres in India, China, Eastern Europe, Israel, Philippines and Costa Rica. Thus, it helps to create new jobs.
- It has helped in reducing migration in the out-migrating countries which have abundant cheap and skilled workers.
- Due to this, outsourcing countries are facing resistance from job-seeking youths in their respective countries.

- 13.** "Outsourcing has resulted in opening up a large number of job opportunities in several countries." Analyse the statement with three suitable examples.
(Delhi 2009)

Ans. Outsourcing has resulted in the opening up of a large number of call centres in India, China, Eastern Europe, Israel, Philippines and Costa Rica. It has created new jobs in these countries. This can be explained through following examples

- (i) **The Knowledge Processing Outsourcing (KPO)** industry involves highly skilled workers that are available in the developing countries at lower wages.
- (ii) It employs skilled IT staff with good communication skills which is available in developing countries at lower wages as compared to developed countries.
- (iii) Data processing is another IT related service that employs large number of people in Asian countries.

• Long Answer (LA) Type Questions

- 1.** How can you say that different marketing centres try to provide services by targeting different markets?

Ans. There are three types of trading centres or marketing centres which provide different services to target their markets in the following ways

- (i) **Rural Marketing Centres** These centres cater to nearby settlements. These are quasi-urban centres. Here, personal and professional services are not well-developed. These are in the form of local collecting and distribution centres. Most of these have *mandis* (wholesale markets) and also retailing areas. They are significant centres for making available goods and services which are most frequently demanded by rural people.
- (ii) **Periodic Markets** These markets 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 specific days and move from one place to another. The shopkeepers thus, remain busy on all the days while a large area is served by them.
- (iii) **Urban Marketing Centres** These have more widely specialised urban services. They provide ordinary goods and services as well as many of the specialised goods and services required by people. Urban centres, therefore, offer manufactured goods, as well as many specialised markets develop. For example, markets for labour, housing and semi or finished products. Different services are also available in these markets like services of educational institutions such as teachers, lawyers, consultants, physicians, dentists and veterinary doctors, etc.

2. Explain in detail the significance of transport and communication services. (NCERT)

Ans. The significance of transport services is

- A developed system of transportation helps a country to develop fast.
- Transport helps in connecting raw material providing areas to industries and industries to markets. It supplies labour, machineries, fuels, emergency services at right time.
- It enlarges the service area of markets. It connects local markets to regional markets, regional markets to national markets and national markets to international markets.
- It facilitates the overall development of a nation. It facilitates the transportation of building and construction material to remote areas which is essential to develop infrastructures such as roads, highways, buildings, schools, colleges, etc.
- Development of roads, railways, etc in border areas and strategic areas helps in defence preparedness. These are used to transport military equipment and soldiers during war.

The significance of communication is

- A developed network of mass communication is essential to spread knowledge and ideas.
- It educates the masses.
- To bring the far-flung and remote areas closer to other areas developed means of communication are essential.
- Means of communication are also helpful in the national integration.
- Satellite communication is important for the weather forecast, monitoring of natural calamities, surveillance of border areas, telecommunication, etc.

3. What are services? Describe various types of services.

Ans. Services means to provide assistance to some one. Services are provided to individual customers who can pay for them. Services are of both physical and mental nature. It includes gardeners, barbers, teachers, lawyers, musicians etc.

Various types of services are

- **Government Aided Services** Government provides various services such as making and maintaining highways and bridges, maintaining fire fighting departments, supplying and supervising health, education etc.
- **Infrastructural Development Services** These type of services include transport, telecommunication, energy and water supply various corporations have been established by governments to control and supervise these services.
- **Professional Services** These services include healthcare, engineering, law and management. These services are provided by both public and private companies.

- **Personal Services** These services are provided by domestic workers which help in making the lives of people easier. These services include gardeners, cooks, housekeepers etc.
- **Services Based on Market** These services include recreational and entertainment services. Their location depends upon the market. It includes restaurants, multiplexes etc.

4. What is tourism? Analyse any four tourist attractions in the world. (Delhi 2016)

or Define the term tourism. Explain any four factors which attract tourists in the world. (All India 2019)

Ans. Tourism is defined as travel which is done for the purpose of recreation rather than tourism. It provides opportunities for growth of infrastructure industries, retail trading and craft industries.

Four factors that attract tourists in the world are

- (i) **Climate** The climatic conditions of many regions decides the demand for tourism. People from colder regions visit those places where climate is warm and sunny. People going for winter holidays have specific requirements such as higher temperatures than their homeland or high snow cover for winter sports like skiing. Tourism flourished in mediterranean region due to climatic factors.
- (ii) **Landscape and Scenic Beauty** People visit those areas that are famous for their scenic beauty and picturesque landscape. These areas includes mountain regions, lakes, sea coasts, grasslands, hills etc. Tourism in Himalayan states has flourished due to its landscape.
- (iii) **History and Art** People visit those areas which are famous for their art and history. These areas have higher historical significance and are known for their art forms. These include ancient towns, castles, palaces, churches, battlefields, excavation sites etc.
- (iv) **Culture and Economy** People who take interest in art and culture are attracted most towards such places having diverse traditions and customs. Cheaper places which are pocket friendly also attract tourists from all over the world.

5. "The modern economic development in the world is mainly the result of development of quaternary service. Explain with suitable examples.

Ans. The modern economic development in the world is truly the result of the development of quaternary services because this sector is involved in research, development and consists of specialised skills and technical knowledge which provides a strong base to modern economic development in the world. For example,

- Over 50% of all the workers are involved in the quaternary sector in the developed economies. They contribute the highest in development of these economies.
- The quaternary and tertiary sector together have now replaced the primary and secondary sectors as the base of economic growth in many countries.
- There has been very high growth in demand and consumption of information and knowledge based quaternary services. These include managers, consultants, software developers etc.
- The quaternary services are not bound with any type of resources that are affected by the environment or the market. Hence, these grow at a faster rate than the other sectors.
- These services can be outsourced. This has resulted in its rapid growth beyond the national boundaries to international regions. It has made their operations profitable.

• Case Based Questions

1. Read the case/source given and answer the following questions.

In the initial stages of economic development, larger proportion of people worked in the primary sector. In a developed economy, the majority of workers get employment in tertiary activity and a moderate proportion is employed in the secondary section.

Tertiary activities include both production and exchange. The production involved the 'provision' of services that are 'consumed'. the output is indirectly measured in terms of wages and salaries. Exchange, involves trade, transport and communication facilities that are used to overcome distance. Tertiary activities, therefore, involve the commercial output of services rather than the production of tangible goods. They are not directly involved in the processing of physical raw materials. Common examples are the work of a plumber, electrician, technician, launderer, barber, shopkeeper, driver, cashier, teacher, doctor, lawyer and publisher etc. The main difference between secondary activities and tertiary activities is that the expertise provided by services relies more heavily on specialised skills, experience and knowledge of the workers rather than on the production techniques, machinery and factory processes.

- (i) Tertiary activities have become important now a days. How would you define tertiary activities in your words.

Ans. Tertiary activities have become important nowadays. These activities are related to providing services. They are different from production and do not process or manufacture

goods directly. Professionally skilled people and trained labour are required in these activities, such as transport, communication etc.

- (ii) Differentiate between secondary activities and tertiary activities.

Ans. Difference between secondary activities and tertiary activities are

Secondary Activities	Tertiary Activities
Secondary activities are concerned with activities adding value to already existing products from primary activities.	Tertiary activities are concerned with providing services rather than providing material goods.
Secondary activities produce goods and commodities.	Tertiary activities help reach these goods and commodities to the consumers.

- (iii) Give two examples of each Secondary and Tertiary activities.

Ans. Examples of Secondary activities are manufacturing and construction.

Examples of Tertiary activities are work of electrician, cashier, teacher, doctor and so on.

2. Read the case/source given below and answer the following questions.

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. The towns and cities where all these works take place are known as trading centres. Rural marketing centres cater to nearby settlements. These are quasi-urban centres. 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. 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.

- (i) Which work takes place in trading centres?

Ans. In trading centres, all the services in retail and wholesale trading or commerce takes place.

- (ii) Rural marketing centres are important trading centres of rural areas. State any two features of these centres.

Ans. Two features of rural marketing centres are

- (i) Rural marketing centres provide services to the nearby rural settlements.
 - (ii) These centres are of rudimentary type (being in the earliest stages of development) or very basic centres.
- (iii) Periodic markets are significant feature of which areas? State the important features of these markets.

Ans. Periodic markets are significant feature of rural areas. Important features of these markets are

- These are organised at those places where no regular market is found.
- These markets keep the shopkeepers busy all the year round, as they serve a large area by movement.

3. Read the case/source given below and answer the questions that follows

Communication services involve the transmission of words and messages, facts and ideas. The invention of writing preserved messages and helped to make communication dependent on means of transport.

These were actually carried by hand, animals, boat, road, rail and air. That is why all forms of transport are also referred to as lines of communication. Where the transport network is efficient, communications are easily disseminated. Certain developments, such as mobile telephony and satellites, have made communications independent of transport. All forms are not fully disassociated because of the cheapness of the older systems. Thus, very large volumes of mail continue to be handled by post offices all over the world.

The use of telecommunications is linked to the development of modern technology. It has revolutionised communications because of the speed with which messages are sent. The time

reduced is from weeks to minutes. Besides, the recent advancements like mobile telephony have made communications direct and instantaneous at any time and from anywhere.

The telegraph, morse code and telex have almost become things of the past. Radio and television also help to relay news, pictures, and telephone calls to vast audiences around the world and hence they are termed as mass media. They are vital for advertising and entertainment. Newspapers are able to cover events in all corners of the world.

Satellite communication relays information of the earth and from space. The internet has truly revolutionised the global communication system.

- (i) Why all forms of transport are referred to as lines of communication?

Ans. All forms of transport are referred to as lines of communication because in the historic times, when the invention of writing took place, it preserved messages and helped to make communication dependent on means of transport. These messages actually were carried by hand, animals, boat, road, rail and air.

- (ii) Despite the development of modern technology, many forms of communication are still dependent on transport. Explain in brief.

Ans. It is true that despite of the development of modern technology, many forms of communication are still dependent on transport because of the cheapness of the older communication systems. For example, a very large volume of mail still continue to be handled by post offices all over the world.

- (iii) Enlist any two features of modern technology in communication.

Ans. Two features of modern technology in communication are

- (i) They have reduced the time taken to communicate with people from weeks to minutes.
- (ii) Mobile telephony have made communications direct and instantaneous at any time and from anywhere.

Chapter Test

Objective Questions

1. Tertiary activities involve commercial output of services rather than production of goods.
(a) permanent (b) commercial
(c) tangible (d) intangible
2. may direct the goods to be manufactured according to their specification. They have the ability to experiment in one store and apply it to many.
(a) Departmental stores (b) Consumer cooperative stores
(c) Chain stores (d) Retail stores
3. When outsourcing is involved in transferring of work to overseas locations, it is described by which of the following terms?
(a) Outsourcing (b) Onshoring
(c) Offshoring (d) Homeshoring
4. Consider the following statements and choose the correct option.
I. About 40% world's total GDP is generated by tertiary sector.
II. Tertiary sector provides over 250 million jobs worldwide.
(a) Only I is correct (b) Only II is correct
(c) Both I and II are correct (d) Both are incorrect

Short Answer Type Questions

5. Differentiate between retail trading and wholesale trading.
6. Write three importance of a well-developed transport network.
7. Compare and contrast rural marketing centres and urban marketing centres.
8. Describe briefly the telecommunication services and its growth.
9. How transport systems are affected by demand and routes?
10. Why is information technology important to revolutionise the society? Justify.
11. State the future prospects of medical tourism in India?

Long Answer Type Questions

12. Explain the relevance of medical tourism in India.
13. What is the importance of outsourcing a company's work to developing countries?
14. How 'digital divide' explains the development parameter of any region and country?
15. How quaternary activities are knowledge based? Explain.
16. What are the different types of services found in India?

Answers

- | | | |
|-----------------------------------|---------------------|-------------------|
| 1. (c) tangible | 2. (c) Chain stores | 3. (c) Offshoring |
| 4. (c) Both I and II are correct. | | |