

होटल प्रबन्ध और खानपान प्रौद्योगिकी संस्थान

कोवलम, तिरुवनन्तपुरम, केरल

INSTITUTE OF HOTEL MANAGEMENT AND CATERING TECHNOLOGY
KOVALAM, THIRUVANANTHAPURAM, KERALA


संदर्भ :आई एच एम सी टी :प्रशासन : 18 :2021: 14

दिनांक / Dated : 02.02.2022

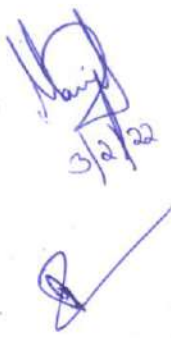
सूचना / NOTICE

Attention B.Sc H&HA Students

Please find the TS-01, TS-03, TS-06 , TS-07 & BEGE103 Assignment question paper attached with this notice for the 2022 Session. Students are required to submit the duly written assignments to "THE REGIONAL STUDY CENTRE, IGNOU, THIRUVANANANTHAPURAM, OPP: TO PRS HOSPITAL KARAMANA."


(के.राजशेखर / K.RAJSHEKHAR)
प्राचार्य / PRINCIPAL

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**TS-1: FOUNDATION COURSE IN TOURISM
(TUTOR MARKED ASSIGNMENT)**

Course Code: TS-1
Total Marks: 100

Programme: BHM
Assignment Code: TS-1/TMA/2022-23

Note: This TMA consists of ten questions, out of which you have to attempt any five. The question carries 20 marks each and should be answered in about 600 words each. Send your TMA to the Coordinator of your Study Centre.

1. Discuss the economic impacts of tourism in context of a developing economy. Write a short paragraph on impact of Covid-19 on tourism economy of India. 20
2. Elaborate the relationship between infrastructure and tourism. Support your answer with suitable examples. 20
3. What do you understand by performing arts? Discuss the role of performing arts in destination development. 20
4. Discuss Buddhism as a religion along with the famous Buddhist Circuit as a successful tourism product. 20
5. Elaborate the relevance of maps and charts for a tourism entrepreneur. Discuss the importance of Salva sutra and Arthashastra in history of map making in India. 20
6. What is the importance of information for tourism industry? What are the various sources used by tourism professionals to gather relevant information? 20
7. Differentiate between a guide and an escort. 20
8. Write short notes on any two of the following: 10x2= 20
 - a) Multiplier effect in tourism
 - b) Five major tourist attractions related to Sikhism
 - c) Threats and Obstacles to tourism
9. What are the various types of tourist accommodations? Discuss the AirBnB model of accommodation in brief. 20
10. Discuss the historical evaluation and development of tourism in India. 20

**TS-3: MANAGEMENT IN TOURISM
(TUTOR MARKED ASSIGNMENT)**

**Course Code: TS-3
Total Marks: 100**

**Programme: BHM
Assignment Code: TS-3/TMA/2022-23**

Note: This TMA consists of ten questions, out of which you have to attempt any five. The question carries 20 marks each and should be answered in about 600 words each. Send your TMA to the Coordinator of your Study Centre.

1. What do you understand by Entrepreneurship? What are the qualities to become a successful entrepreneur in tourism sector? 20
2. Define an organization. Briefly discuss four types of organizational structures. 20
3. What do you understand by convention tourism? Discuss in detail about convention tourism. 20
4. What do you understand by interpersonal behaviour? Explain the importance of ego states in analyzing interpersonal behaviour. 20
5. Discuss in detail about Human Resource planning. What role appraisal system plays in motivating employees? 20
6. As a tourism entrepreneur which financial aspect will you consider ensuring effective financial management of your firm? 20
7. List the steps for setting up a Tour Operator Company. Why do you think it is important to provide quality service in tourism? 20
8. Write short notes on the following: 5x4=20
 - a) Sole proprietorship
 - b) Skills for effective supervision in tourism
 - c) Role of trade fairs in tourism
 - d) Steps in decision making
9. Discuss the role of menu in a successful restaurant venture. Which factors will you take into account while deciding a menu for a restaurant? 20
10. Write in detail about transport services in tourism. How can one do forecast in transport services? 20

**TS-6: TOURISM MARKETING
(TUTOR MARKED ASSIGNMENT)**

Course Code: TS-6
Total Mark: 100

Programme: BHM
Assignment Code: TS-6/TMA/2022-23

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**. Send your TMA to the Coordinator of your Study Centre.

1. Give an account of the evolution of Marketing. Why is marketing important in tourism? 20
2. Discuss giving suitable examples the application of the market segmentation concept in tourism. 20
3. Elaborate the steps of conducting a Marketing Research. 20
4. Write short notes on the following in about 150 words each: (5x4=20)
 - a) Forecasting in Tourism
 - b) Familiarisation tours
 - c) Questionnaire
 - d) Socially Responsible Marketing
5. Write a detailed note on the Marketing Mix in tourism. 20
6. Discuss the role of NGO's in the development of tourism. 20
7. Citing suitable examples, discuss the role of events, activities and individual in the marketing of a destination. 20
8. As the Marketing Manager of a 5 star hotel, how would you design its marketing strategy? 20
9. Elaborate the objectives of airline scheduling. Also explain the schedule planning process. 20
10. Why is market analysis necessary in Tour Operation Business? Discuss the various factors one should consider while designing a tour operators' product? 20

**TS-7: HUMAN RESOURCE DEVELOPMENT
(TUTOR MARKED ASSIGNMENT)**

Course Code: TS-7
Total Mark: 100

Programme: BHM
Assignment Code: TS-7/TMA/2022-23

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**. Send your TMA to the Coordinator of your Study Centre.

1. Define Human Resource Planning? Explain the need of human resource planning in hospitality Industry. 20
2. Define Human Resource Information System? Highlight advantages of computer based human resource information system. 20
3. Define Job Evaluation? What are the basic assumptions in job evaluation? List the advantages of job evaluation. 20
4. Write short notes on the following in about 150 words each: (5x4)=20
 - a) Job Description
 - b) Need for Transfer Policy
 - c) Point Rating
 - d) Other Allowances
5. Write a detailed note on 'Position of Women in Tourism and Hospitality Sector'. 20
6. Define motivation? Explain Maslow's theory of hierarchy of human needs. 20
7. Draw the organization structure of Personnel office of an organization and describe the role of Personnel Manager in the organization. 20
8. Explain various methods of 'on-the-job training' and 'off-the-job training in detail. 20
9. Write a note on 'Selection Tests' and list the limitations of selection tests. 20
10. Write short notes on the following in about 150 words each: (5x4)=20
 - a) Disciplinary Issues
 - b) Voluntary Welfare Amenities
 - c) HRD for Service Sector
 - d) Dearness Allowance

BEGE-103

**Bachelor's Degree Programme
(BDP)**

ASSIGNMENT

(For July, 2021 and January, 2022 Sessions)

(BEGE 103)

Communication Skills in English



**School of Humanities
Indira Gandhi National Open University
Maidan Garhi, New Delhi – 110 068**

Dear Student

You are required to do one assignment for the BDP Course titled Communication Skills in English Code BEGE-103, which will be a Tutor Marked Assignment (TMA) and will carry 100 marks. It will be based on blocks 1 to 6.

Aims: This assignment is concerned mainly with assessing your application and your understanding of the course material. You are not to reproduce chunks of information from the course material but to use the skills of critical appreciation that you may have acquired during the course of study. This assignment aims to teach as well as to assess your performance.

Instructions: Before attempting the questions please read the following instructions carefully.

As in day-to-day life, planning is important in attempting the assignment as well. Read the assignment carefully; go through the units on which the questions are based; jot down some points regarding each question and then re-arrange them in a logical order. In the essay-type answer, pay attention to your introduction and conclusion. The introduction must tell you how to interpret the given topic and how you propose to develop it. The conclusion must summarize your views on the topic. Once you are satisfied with your answers, you can write down the final version for submission, writing each answer neatly and underlining the points you wish to emphasize. **You should submit the assignment in your own handwriting.**

Make sure that your answer:

- a) is logical
- b) is written in simple and correct English
- c) does not exceed the number of words indicated in your questions
- d) is written neatly and clearly.

Please remember that it is compulsory to submit your assignment before you can take the Term End Examination. Also remember to keep a copy of your assignment with you and to take a receipt from your Study Centre when you submit the assignment.

1. Write your Enrolment Number, Name, Full Address and Date on the top right corner of the first page of your response sheet(s).
2. Write the Course Title, Assignment Number and the Name of the Study Centre you are attached to in the centre of the first page of your response sheet(s).

-1-

The top of the first page of your response sheet should look like this:

ENROLMENT NO:

NAME:

ADDRESS:

.....

COURSE TITLE:

ASSIGNMENT NO:

STUDY CENTRE: DATE:.....

4. Use only foolscap size paper for your response and tag all the pages carefully.
5. Write the relevant question number with each answer.

Last Date for Submission of Assignment:

For June Examination: 31st March

For December Examination: 30th September

Good Luck!

Elective Course in English (BEGE-103)
Communication Skills in English
Assignment July, 2021 & January, 2022 Sessions
(Based on Blocks 1 - 6)

Max. Marks: 100

Answer all questions.

1. What are the usual topics of small talk? Describe some of the conventions we must follow for ease and flow of conversation. 20

2. Write short notes on the following: 10 x 2 = 20
 - a. The difference between dialect, accent and style
 - b. Code mixing and code switching

- 3a. Write your C.V. in about 250 words. 20

- 3b. Write a covering letter to an employer outlining your positive traits and enumerating why you would be suitable for a particular job (choose the job). 20

4. What is the purpose of a group discussion? What is the difference between a general group discussion and an interview group discussion? You have to participate in a group discussion as a part of a job interview. How would you prepare yourself? 20

5. Comment on the importance of either *rhetoric* or *grammar* in life. 20