

**B.Sc. in Hospitality and Hotel Administration
(July 2014 -15 session)**

**Assignments Booklet
BHM
(IHM Stream)**

BEGE-103

TS-1

TS-3

TS-6

TS-7



**School of Tourism and Hospitality Services Management
Indira Gandhi National Open University
Maidan Garhi, New Delhi – 110 068**

BHM ASSIGNMENT

Dear Student,

You will have to do **one** assignment in each of the courses in B.Sc. in Hospitality and Hotel Administration (BHM) which is Tutor Marked Assignment (TMA).

In this dispatch, we are sending you the Assignments for BEGE-103, TS-1, TS-3, TS-6 and TS-7.

The last date of assignment submission is mentioned below.

Note: All Assignments must be **submitted in time** and they should be **sent to the Coordinator of your IHM**. You must mention your Enrolment Number, Name, Address, Assignment Code and IHM Code on the first page of the assignment.

You must obtain a receipt from the IHM for the assignments submitted and retain it. If possible, keep a photocopy of the assignments with you.

After evaluation the assignments have to be returned to you by the IHM. Please insist for this and keep them as a record with you. The IHM has to send the marks to the Programme Coordinator (BHM & MHA) at Indira Gandhi National Open University, Maidan Garhi, New Delhi – 110068.

GUIDELINES FOR DOING ASSIGNMENTS

We expect you to answer each question on the basis of your study of the printed material. In some cases we have asked you questions about your City/Region/State. There, you may have to take help from additional material. If you are unable to find such material on your own, kindly contact your Counsellor at the IHM. You will find it useful to keep the following points in mind:

- 1) **Planning:** Read the assignments carefully. Go through the Units on which they are based. Make some points regarding each question and then rearrange them in a logical order.
- 2) **Organisation:** Be a little selective and analytic before drawing up a rough outline of your answer. Give adequate attention to your introduction and conclusion.

Make sure that your answer: a) is logical and coherent; b) has clear connections between sentences and paragraphs, and c) is written correctly giving adequate consideration to your expression, style and presentation.

- 3) **Presentation:** Once you are satisfied with your answer, you can write down the final version for submission, writing each answer neatly and underlining the points you wish to emphasise.

Wishing you all the best.

(Dr. Sonia Sharma)
Programme Coordinator, BHM & MHA

ASSIGNMENT SUBMISSION SCHEDULE

Course	For those appearing in Term End Examination June 2015
TS-1	April 15, 2015
The current First Year students i.e. those admitted to 2014-15 session can take their TS-1 examinations only in June 2015	
BEGE-103	April 15, 2015
TS-3	April 15, 2015
TS-6	April 15, 2015
TS-7	April 15, 2015

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

Course Code: TS-1
Total Mark: 100

Programme: BHM
Assignment Code: TS-1/TMA/2014-15

Note: This TMA consists of two parts.

Part I consists of **two questions** out of which you have to **attempt any one**. The question carries **25 marks** and should be answered in about **700 words**.

Part II consists of **8 questions**. **Attempt any five** in about **500 words** each. Each question carries **15 marks**.

Send your TMA to the Coordinator of your Study Centre

Part – I

Q1. Define Tourism. Discuss the forms & types of tourism. 25

OR

Q2. Discuss the purpose of tourism. 25

Part – II

Q.1 what is the objective behind studying the history of tourism? 15

Q.2 Write short notes on the following: 5X3=15

- (a) Silk Route
- (b) Alternative Tourism
- (c) Grand Tour

Q.3 Discuss the Primary / Major constituents of tourism industry. 15

Q.4 What is the purpose of legislation covering the hospitality sector? 15

Q.5 Explain the various types of accommodation. 15

Q.6 Write a detailed note on Dilli Haat. 15

Q.7 Discuss the link-between seasonality and employment potential at a destination 15

Q.8. Define infrastructure. Mention the relationship between infrastructure and tourism. 15

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

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

**Programme: BHM
Assignment Code: TS-3/TMA/2014-15**

Note: This TMA consists of two parts.

Part I consists of two questions out of which you have to attempt any one. The question carries 25 marks and should be answered in about 700 words.

Part II consists of 8 questions. Attempt any five in about 500 words. Each question carries 15 marks. Send your TMA to the Coordinator of your IHM.

PART-I

1. What do you understand by Information Management? Discuss the significance of Information Technology in the Tourism Industry. 25

OR

2. What is the importance of Public Relation in Marketing? Also discuss the obstacles faced by PR in terms of tourism in India. 25
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PART-II

1. What do you understand by Organisation Structure? Discuss the classical approach to organizations. 15
2. What do you understand by Sole Proprietorship? Discuss the advantages of Sole Proprietorship. 15
3. Define the term Human Resource Management and discuss its valued importance for the tourism industry. 15
4. What do you mean by Balance Sheet and identify its purposes. 15
5. Write short notes in about 250 words each on the following (3x 5 = 15)
a. Division of work & Departmentalisation
b. Span of control & Delegation of authority
c. Types of control
6. Discuss the characteristics of the hotel business. 15
7. What is the importance of scheduling in airlines operation? List some important challenges before the airlines. 15
8. How would you define a business traveller? What are the advantages of business travellers for destinations? 15

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

Course Code: TS-6
Total Marks: 100

Programme: BTS
Assignment Code: TS-6/TMA/2014-15

Note: This TMA consists of two parts.

Part I consists of **two questions** out of which you have to **attempt any one**. The question carries **25 marks** and should be answered in about **700 words**.

Part II consists of **8 questions**. **Attempt any five** in about **500 words**. Each question carries **15 marks**. Send your TMA to the Coordinator of your Study Centre.

PART-I

1. Explain the concept and need of market segmentation in tourism marketing? Discuss how tourism markets are segmented. 25

OR

 2. Discuss the role played by NGO's at various tourist destinations. 25
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PART-II

1. Differentiate between Monopolistic and Oligopolistic Competition with suitable examples. 15
2. Discuss the importance of technology in tourism trade. 15
3. "Cuisine has a prominent role in tourism promotion". Justify the statement. 15
4. Discuss the fundamental elements of tourism marketing mix. 15
5. What is FAM Tours? Discuss the importance of FAM tours in tourism industry. 15
6. Describe the role of 'Commissions' in tourism marketing. 15
7. Enumerate the impact of "Costs" and "Demand" while developing pricing strategies for a tourism product. 15
8. Discuss the various features of Airlines Marketing. Outline benefits of having an appropriate Marketing Plan for Airlines Business? 15

**TS-07: HUMAN RESOURCES MANAGEMENT
(TUTOR MARKED ASSIGNMENT)**

Course Code: TS-7
Total Marks: 100

Programme: BHM
Assignment Code: TS-7/TMA/2014-15

Note: This TMA consists of two parts.

Part I consists of two questions out of which you have to attempt any one. The question carries 25 marks and should be answered in about 700 words.

Part II consists of 8 questions. Attempt any five in about 500 words. Each question carries 15 marks. Send your TMA to the Coordinator of your IHM.

Part I

1. Elaborate the qualitative dimensions of Human Resource Planning. Discuss with examples the significance of Human resource planning in the Tourism sector. 25

OR

 2. What do you understand by Employee Motivation? What is the linkage between Employee Motivation, Job Enrichment and Productivity? 25
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Part II

1. What is macro and micro forecasting? Discuss the techniques used in manpower forecasting. 15
2. Explain the process and methods of Recruitment with relevant examples from tourism and hospitality industry. 15
3. Describe the various disciplinary issues in an organisation. Also mention the possible actions to take care of them. 15
4. Write short notes on any three: 3 x 5 = 15
 - i) Job Description
 - ii) Task Analysis
 - iii) Transfer Policy
 - iv) Selection Process
5. What is Performance Appraisal? What are the different methods of Performance Appraisal? 15
6. What do you understand by Counseling? What is the need for Employee Counseling? 15
7. Write a brief note on the position of women in the hospitality and tourism industry 15
8. Write short notes on any three: 3 x 5 = 15
 - i) Principles of Salary Administration
 - ii) Methods of Training
 - iii) Grievance Handling
 - iv) Human Resource Audit

BEGE-103: Communication Skills in English
(ASSIGNMENT- 2014 – 15)

Maximum Marks: 100
Course Code: BEGE-103/TMA/2014-15

20X5=100

Answer all questions below. Each question carries 20 marks.

1. What is emotional intelligence and what are soft skills? Illustrate your points with the help of examples.
2. What are bad news letters? Enumerate do's and don'ts of some bad news letters.
3. Imagine that you work for a mobile phone company. Write a report on the use of SMS and e-mails for business purposes in the capital of your state.
4. Explain the concept of 'infotainment'. How is television a liberal educator?
5. What is corporate communication? Explain various types of corporate communication with the help of suitable examples.