

**B.Sc. in Hospitality and Hotel Administration  
(July 2017-18 Session)**

**Assignments Booklet  
BHM**

**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 ASSIGNMENTS

Dear Student,

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

**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.

### 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

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### ASSIGNMENT SUBMISSION SCHEDULE

Course	Last Date for December Session	Last Date for June Session
TS-1	October 15, 2017	April 15, 2018
<b>The current First Year students i.e. those admitted to 2017-18 session can take their TS-1 examinations only in June 2018</b>		
BEGE-103	October 15, 2017	April 15, 2018
TS-3	October 15, 2017	April 15, 2018
TS-6	October 15, 2017	April 15, 2018
TS-7	October 15, 2017	April 15, 2018

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

**Course Code: TS-1**

**Programme: BHM**

**Total Marks: 100**

**Assignment Code: TS-1/TMA/2017-18**

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**Note: Answer any five questions in about 600 words each. All questions carry equal marks. Send your TMA to the Coordinator of your Study Centre.**

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1. Define tourism. Explain the different types of tourism. 20
2. What are the primary constituents of the tourism industry? Discuss the role of government organizations in promotion of tourism at national and state level. 20
3. Discuss the major difference between the formal and informal sector in tourism. 20
4. Write short notes on: 10x2=20
  - a) Alternative Tourism
  - b) Manila Declaration
5. Discuss the role of rail transport in the promotion of domestic tourism in India. 20
6. What is the difference between a guide and an escort? Discuss the role of a guide and an escort during a tour. 20
7. Explain the socio- cultural and environmental impacts of tourism. 20
8. Define a tour operator. Discuss the steps involved in the planning and costing of a tour. 20
9. Define marketing. Discuss the importance of promotion in marketing. 20
10. Mention the relationship between infrastructure and tourism. What are the areas of weakness of infrastructure 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/2017-18**

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**Note: Answer any five questions in about 600 words each. All questions carry equal marks. Send your TMA to the Coordinator of your Study Centre.**

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1. What do you understand by management? What are the various issues which a manager needs to deal with while performing the managerial tasks? 20
2. Define organizational structure. Discuss the components of organizational structure. 20
3. Define the term 'Group'. Explain the various factors affecting inter-group relations and suggest the ways to manage the inter- group relations. 20
4. What do you understand by Human Resource Management? Explain with the help of suitable examples the significance of human resource management in tourism. 20
5. Explain how tourism product is different from other products? Discuss its characteristics. 20
6. What do you understand by planning? Discuss the steps involved in planning. 20
7. Differentiate between : 5X4 =20
  - a) Travel Agent and Tour Operator
  - b) Fixed assets and Current assets
  - c) Ordinary shares and Preference shares
  - d) Current ratio and Liquid ratio
8. What do understand by management of tourist transport? Discuss the various issues related to transport management. 20
9. What is Airline Management? Discuss the importance of planning and organisation in Airline Management. 20
10. What do you understand by a Public Limited Company? What are its disadvantages? 20

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

**Course Code: TS-6  
Total Mark: 100**

**Programme: BHM  
Assignment Code: TS-6/TMA/2017-18**

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**Note: Answer any five questions in about 600 words each. All questions carry equal marks. Send your TMA to the Coordinator of your Study Centre.**

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1. Write a note on marketing organizations and the generic job positions in the marketing department. 20
2. Define market segmentation and describe the determinants of tourism market segmentation on the basis of tourist travel habits. 20
3. Explain the importance of pricing in marketing and describe the cost structure of airlines. 20
4. Write a note on alternative and supplementary accommodation. 20
5. Explain the constituents of the tourism industry and elaborate the need of joint promotion. 20
6. What is the purpose of conducting marketing research? Describe the sampling methods involved in collection. 20
7. Explain the role of Department of tourism, Government of India, in developing & marketing tourism destination. 20
8. Explain the various market structures & their features. 20
9. Illustrate and explain the 7e's of services marketing. 20
10. Describe the concepts related to socially responsible marketing. 20

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

**Course Code: TS-7  
Total Mark: 100**

**Programme: BHM  
Assignment Code: TS-7/TMA/2017-18**

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**Note: Answer any five questions in about 600 words each. All questions carry equal marks. Send your TMA to the Coordinator of your Study Centre.**

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1. Discuss the need of Human Resource Planning in Tourism and Hospitality Industry. 20
2. “Understanding the significance of Task Analysis can be used as Potential HRD tool”. Explain the statement and concept in relation to Tourism Industry. 20
3. What do you understand by Human Resource Audit (HRA)? Explain the steps in the HRA process. 20
4. Write a detailed note on Manpower Demand Forecasting techniques at both micro and macro level. 20
5. Write short notes on the following: 4 X 5 = 20
  - i. Job Enrichment
  - ii. Task Analysis
  - iii. Job Evaluation
  - iv. Performance Appraisal
6. What is the need of Employee Counseling in Hospitality Industry? Discuss the types of counseling available. 20
7. What is the need and importance of Staff training in the Hospitality Industry? What are the popular methods of training usually followed? 20
8. Define Induction. Discuss the need and importance of Induction Process with help of suitable examples from Tourism and Hospitality industry. 20
9. Write a detailed note on the position of women in Tourism and hospitality industry highlighting the gender issues in the industry. 20
10. Write short notes on any two: 2 x 10 = 20
  - i. Human Resource Accounting
  - ii. Employee Motivation
  - iii. Principles of Salary Administration

**BEGE-103 : Communication Skills in English**  
**(TUTOR MARKED ASSIGNMENT)**

**Course Code: BEGE-103**  
**Total Mark: 100**

**Programme: BHM**  
**Assignment Code: BEGE--103/TMA/2017-18**

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**Attempt all the questions below:**

**20X5=100**

1. What are soft skills? Briefly explain some of them with the help of examples. 20
2. How are face-to-face and telephonic interviews different? How would you prepare for an interview on Skype? 10+10
3. Write an essay on 'Television the Liberal Educator' 20
4. What matters would you keep in mind while creating content for the web? 20
5. What are figures of speech? Show your acquaintance with seven different types of figures of speech. 20