

**B.Sc. in Hospitality and Hotel Administration
(July 2019-20 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

ASSIGNMENT SUBMISSION SCHEDULE

Course	Last Date for December Session	Last Date for June Session
TS-1	October 15, 2019	April 15, 2020
The current First Year students i.e. those admitted to 2019-20 session can take their TS-1 examinations only in June 2020		
BEGE-103	October 15, 2019	April 15, 2020
TS-3	October 15, 2019	April 15, 2020
TS-6	October 15, 2019	April 15, 2020
TS-7	October 15, 2019	April 15, 2020

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

Course Code: TS-1

Total Marks: 100

Programme: BHM

Assignment Code: TS-1/TMA/2019-20

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.

- Q.1** Define the concept of tourism. Elaborate the various tourism products and services involved in tourism industry. 20
- Q.2** Explain different sources of data for the history of tourism and their relevance to the tourism industry. 20
- Q.3** Discuss the primary and secondary constituents of tourism industry. 20
- Q.4** write a detailed note on role of transport in tourism. 20
- Q.5** What do you understand by travel agency? Explain its operations in detail. 20
- Q.6** What are various “environmental concerns” in relation to India’s biodiversity and geography. 20
- Q.7** Write short notes on the following : 5X4=20
- a. Alternative Tourism
 - b. Street Guide
 - c. Silk Route
 - d. Grand Tour
- Q.8** Who is a Guide? What are the leadership qualities that a guide should possess? 20
- Q.9** Define infrastructure. Explain the role of Public and Private sector in the area of infrastructure. 20
- Q.10** What do you understand by threats and obstacles to tourism ? Explain with the help of examples. 20

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

Course Code: TS-3

Total Marks: 100

Programme: BHM

Assignment Code: TS-3/TMA/2019-20

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.

- Q.1** What do you understand by Managerial Roles? What are the responsibilities of a Manager? 20
- Q.2.** Who is an entrepreneur? Discuss the qualities required to be an entrepreneur. 20
- Q.3** Discuss the importance of human resource development in tourism services. 20
- Q.4** What do you understand by decision making? List the steps in decision making. 20
- Q.5.** Write short notes on : 5X4= 20
- a) Delegation of Authority
 - b) Management Information System
 - c) Planning Skills
 - d) Organisation Culture
- Q.6.** Discuss the importance of Human Resource Management in Tourism. 20
- Q.7.** What do you understand by financial management? What steps would you take for managing cash? 20
- Q.8** Discuss the importance of product knowledge in packaging tours. 20
- Q.9.** Discuss the various forms of challenges faced by the PR department. 20
- Q.10.** Explain the importance of control system in food services. 20

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

Course Code: TS-7

Total Marks: 100

Programme: BHM

**Assignment Code: TS-7/
TMA/2019-20**

Note: Attempt any five in about 500 words.

Each question carries 20 marks.

Send your TMA to the Coordinator of your Study Centre.

1. Write a detailed note on Human Resource Information Systems (HRIS) highlighting the approaches for an effective HRIS.

20

2. Discuss the concept of Job Evaluation. Also, explain any two methods of Job evaluation.

20

3. What are the characteristics of Personnel Management? Discuss the functions of personnel management.

20

4. Discuss the importance of interview as a selection tool. Support your answer with the help of suitable examples.

20

5. Write short notes on the following:

4X 5 =

20

- i. Uses of task analysis
- ii. Induction Process
- iii. Maslow's Theory
- iv. Performance Appraisal

6. What is the need for staff training? What are the various methods of training commonly used in the tourism and hospitality industry?

20

7. Discuss the importance of Employee Motivation for the purpose of Job enrichment and Productivity. Support your answer with suitable examples from the service industry.

20

8. What is the need of Career Planning? Discuss the steps of Career Planning Process.

20

9. Discuss the Aims, Principles and Components of Salary Administration. What is the process of evolving a salary structure? Explain with help of examples.

20

10. Differentiate between the following:

4 x 5 = 20

- i. Job analysis and Job Description
- ii. Recruitment and Selection Employee
- iii. Counselling and Employee Motivation
- iv. Retrenchment and Lay off

Communication Skills in English (BEGE-103)

Assignment

Course Code: BEGE-103

Total Marks: 100

Programme: BHM

Assignment Code: BEGE-103/TMA/2019-20

Note: Answer all questions

- 1** Write short notes on the following: 20
- i The difference between dialect, accent and style
 - ii Code mixing and code switching
- 2** What are some of the components of soft skills and why is it important to have these skills? 20
- 3a** Your friend's mother has passed away. Write a letter offering condolences to your friend. Mention the relationship that you yourself had with her. 10
- 3b** Discuss some of the questions that are commonly asked during an interview. 10
- 4.** You are working in the farming sector. Write a report on any one of the following: 20
- i. Global warming taking a toll on our agricultural output
 - ii. Ways to modernize the farming sector
- (You could look up reference material including the Internet for points. However, be careful that you must acknowledge the source where you take your information from.)
- 5.** 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 part of a job interview. How would you prepare yourself? 20

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

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

**Programme: BHM
Assignment Code: TS-6/TMA/2019-20**

Note: This TMA consists of **ten questions**, out of which you have to **answer any five**. The questions carry **20 marks each** and should be answered in about **600 words**.

Send your TMA to the Coordinator of your Study Centre.

1. Explain the terms 'marketing' and 'marketing organisations'? Discuss various possible job positions and job descriptions in a full scale marketing department. 20
2. What are the major variables for segmenting tourism markets? Explain any three variables citing appropriate examples. 20
3. What do you understand by Competitive analysis? Explain various strategic options of analyzing competition in the travel trade. 20
4. Write short notes on the following in about 150 words each: (5X4=20)
 - a) Purpose of Market Research
 - b) Market Surveys
 - c) Application of Forecasting in tourism
 - d) Role of technology in tourism marketing
5. Why should the local bodies have a say in tourism development? What role can the local bodies play in tourism marketing? 20
6. Write notes on the following in about 300 words each: (10X2=20)
 - a) NGO's intervention in tourism
 - b) Role of Travel Marts in tourism promotion
7. Discuss the relevance and application of the Fifth P in Tourism Marketing. 20
8. Discuss how regions, cities and leisure spots can be marketing as tourism products. 20
9. How should India market its local food to the tourists? 20
10. What are the characteristics of Accommodation Marketing? List challenges that Star category hotels may face in marketing and suggest steps to overcome them. 20