

**B.Sc. in Hospitality and Hotel Administration
(July 2021-22 Academic 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 June 2022 Session	Last Date for Dec 2022 Session
TS-1	April 15, 2022	October 15, 2022
TS-3	April 15, 2022	October 15, 2022
TS-6	April 15, 2022	October 15, 2022
TS-7	April 15, 2022	October 15, 2022
BEGE-103	April 15, 2022	October 15, 2022

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

**Course Code: TS-1
Total Marks: 100**

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

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**

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

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**

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 Cent

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: Elective Course in English
Communication Skills in English**

Course Code: BEGE-103
Total Mark: 100

Programme: BHM
Assignment Code: BEGE-103/TMA/2022

Note: Attempt all **questions**. The question carries **20 marks each**. Send your TMA to the Coordinator of your Study Centre

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