

**B.A (VOCATIONAL STUDIES)**

**TOURISM MANAGEMENT**

**CHOICE BASED CREDIT SYSTEM**

**BAVTM**

**BTMC-131,132,133,134,135 & BTMC-136**

**Assignments Booklet**

**(Valid from 1<sup>st</sup> July, 2020 to 30<sup>th</sup> June, 2021)**

**(2020-2021)**

**School of Tourism & Hospitality  
Services Management**



Dear Learner,

Please read the section on assignments in the Programme Guide/ Prospectus. A weightage of 30 percent, as you are aware, has been earmarked for continuous evaluation, **which would consist of one tutor-marked assignment** for this course. The assignment is in this booklet, and it consists of three parts, Part A, B and C. The total marks of all the parts are 100.

### Instructions for Formatting Your Assignments

Before attempting the assignment please read the following instructions carefully:

- 1) On top of the first page of your answer sheet, please write the details exactly in the following format:

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**ROLL NO.:** .....  
**NAME:** .....  
**ADDRESS:** .....  
 .....  
 .....

**COURSE CODE:** .....  
**COURSE TITLE:** .....  
**ASSIGNMENT NO.:** .....  
**STUDY CENTRE:** .....      **DATE:** .....

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**PLEASE FOLLOW THE ABOVE FORMAT STRICTLY TO FACILITATE EVALUATION AND TO AVOID DELAY.**

- 2) Use only foolscap size writing paper (but not of very thin variety) for writing your answers.  
 3) Leave 4 cm margin on the left, top and bottom of your answer sheet.  
 4) Your answers should be precise.  
 5) Solve Part A, Part B and Part C of this assignment, and **submit the complete assignment answer sheets within the due date.**  
 6) The assignment answer sheets are to be submitted to your Study Centre within the due date. **Answer sheets received after the due date shall not be accepted. We strongly suggest that you retain a copy of your answer sheets.**  
**This assignment is valid from 1<sup>st</sup> July, 2020 to 30<sup>th</sup> June 2021. If you have failed in this assignment or fail to submit within time, then you need to get the assignment for the year 2021-2022 and submit it as per the instructions given in the Programme Guide/ Prospectus or on university's website. The assignments are prepared by respective course coordinators. For latest update please visit [www.ignou.ac.in](http://www.ignou.ac.in).**  
 7) **You cannot fill the examination form for this course until you have submitted this assignment.**

We wish you good luck.

**Dr. Arvind Kumar Dubey**  
**Programme Coordinator- BAVTM**

# BTMC-131 HISTORY OF TOURISM-1

**Tutor Marked Assignments**

**Course code: BTMC-131**

**Total marks: 100**

**(2020-2021)**

## Assignment A

**Answer the following in about 500 words each.**

1. Write a detailed note on different approaches of tourism studies. 20
2. Elaborate the relation of spectator sports and tourism. Substantiate your answer by giving suitable examples. 20

## Assignment B

**Answer the following questions in about 250 words each.**

3. Describe the role of society and religion in the development of tourism. 10
4. Write a note on expansion of Islam. 10
5. What are the modern components affecting urbanization in Varanasi? 10

## Assignment C

**Answer the following questions in about 100 words each.**

6. What is tourism? 6
7. What do you mean by alternative tourism? 6
8. Describe the concept of Brahma and Karma. 6
9. What are ancillary attractions? 6
10. Define infrastructure. 6

# BTMC-132 FUNDAMENTALS OF MANAGEMENT

**Tutor Marked Assignments**

**Course code: BTMC-132**

**Total marks: 100**

**(2020-2021)**

## Assignment A

**Answer the following in about 500 words each.**

1. Discuss the various forms of business organizations highlighting their features, merits and limitations. 20
2. What are the key management functions? Explain any one function in detail. 20

## Assignment B

**Answer the following questions in about 250 words each.**

3. Describe methods through which finances of a business enterprise can be raised. 10
4. Explain the process of formation of a Business Company? 10
5. Describe the various Leadership styles. 10

## Assignment C

**Answer the following questions in about 100 words each.**

6. Define 'Commerce'. Show diagrammatically the classification and sub-classification of Commerce. 6
7. Differentiate between 'Delegation of Authority' and 'Decentralization'. 6
8. What do you understand by Informal organizations? Outline the problems of such types of organizations. 6
9. What is Selection? Explain the steps in the Selection process. 6
10. Write short notes on any two of the followings. (2x3 =6)
  - a) Memorandum of Association
  - b) Articles of Association
  - c) Prospectus

## **BTMC-133 HISTORY OF TOURISM - II**

**Tutor Marked Assignments**

**Course code: BTMC-133**

**Total marks: 100**

**(2020-2021)**

### **Section A**

**Answer the following in about 500 words each.**

1. Describe the various constituents of the Tourism Industry. 20
2. What are the different types of Accommodation available via the organised sector? 20

### **Section B**

**Answer the following questions in about 250 words each.**

3. What is meant by Industrial Revolution? Explain how the cotton industry played a leading role in Britain's Industrial Revolution. 10
4. Discuss the role of Transportation in Tourism. 10
5. Describe the five strategic objectives and strategies of tourism development as mentioned in the National Tourism Policy 2002. 10

### **Section C**

**Answer the following questions in about 100 words each.**

6. What are the factors that contributed to the rise of National Consciousness? How did it affect the Swadeshi Movement? 6
7. Explain the different forms of passenger car usage, with examples. 6
8. What are the Ethics of Guiding? What are the qualities of an effective Tourist Guide? 6
9. What is Standardisation? Explain standardisation in the Cruise Tourism Industry. 6
10. Write short notes on any two of the followings. (2x3 =6)
  - a) Tourism System
  - b) Women Travel Trends
  - c) Natural Attractions

## **BTMC-134 ENTREPRENEURSHIP AND SMALL BUSINESS**

**Tutor Marked Assignments**

**Course code: BTMC-134**

**Total marks: 100**

**(2020-2021)**

### **Assignment A**

**Answer the following in about 500 words each.**

Q1. What is meant by dimensions of entrepreneurship? State the various dimensions of entrepreneurship 20

Q2. Explain the barriers of creativity and innovation. How would you foster creativity in your organisation? 20

### **Assignment B**

**Answer the following questions in about 250 words each.**

Q3. What do you mean by Risk Management? Explain the objective of risk management. 10

Q4. Who is an entrepreneur? Distinguish between entrepreneur and entrepreneurship. 10

Q5. What do you mean by Business Plan? Describe the significance of a Business Plan. 10

### **Assignment C**

**Answer the following questions in about 100 words each.**

Q6. Explain in detail the relevance of Break Even analysis in analyzing the financial viability of a business. 6

Q7. What is sustainability? How can the entrepreneurial support systems promote entrepreneurial sustainability? 6

Q8. What are the common problems being faced by the start-ups? Also indicate their solution. 6

Q9. Discuss the role of business houses in India. 6

Q10. What is the importance of management in small businesses? Describe in brief. 6

# BTMC-135 CONCEPTS AND IMPACTS OF TOURISM

**Tutor Marked Assignments**

**Course code: BTMC-135**

**Total marks: 100**

**(2020-2021)**

## **Assignment A**

**Answer the following in about 500 words each.**

- Q1. Write a note on growth and development of tourism in ancient period. 20
- Q2 Describe the importance of interdisciplinary approach for tourism study. 20

## **Assignment B**

**Answer the following questions in about 250 words each.**

- Q3 Why tourism is called leisure activity? What is the difference between tourist and excursionist? 10
- Q4. Why is Business tourism a more preferred activity by tourism professionals? 10
- Q5. Highlight the main points of Maslow's Need Hierarchy Theory of motivation. 10

## **Assignment C**

**Answer the following questions in about 100 words each.**

- Q6. Define Ancillary services in tourism. Why they are important? 6
- Q7. Which are the main stages of a Destination Life Cycle? 6
- Q8. What do you understand by tourism demand? What are its various features? 6
- Q9. Explain the positive socio-cultural impacts of tourism 6
- Q10. Define the role of ICT in tourism industry 6

# BTMC-136 TOURISM MARKETING

**Tutor Marked Assignments**  
**Course code: BTMC-136**  
**Total marks: 100**  
**(2020-2021)**

## Assignment A

**Answer the following in about 500 words each.**

1. Explain the elements of Marketing Mix in brief. 20
2. What are the factors influencing pricing decisions? Explain with the help of examples 20

## Assignment B

**Answer the following questions in about 250 words each.**

3. Describe the four major components of Holistic Marketing Concept. 10
4. Enumerate and explain the components of the Promotion Mix? 10
5. What is the importance of Physical Evidence as a P of Tourism Marketing? 10

## Assignment C

**Answer the following questions in about 100 words each.**

6. What are the demographic variables used for segmentation? 6
7. Explain the Tourism Product Life Cycle with examples 6
8. What are the major sale Promotion tools? Explain with the help of examples 6
9. Discuss the levels of Tourism Planning 6
10. Write short notes on any two of the followings. (2 X3 =6)
  - a) Positioning Methods
  - b) Brand Architecture
  - c) Destination Marketing Organizations (DMOs)