

**BA - IHA**

**Assignments Booklet**  
**(2018)**



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

## BA - IHA ASSIGNMENTS

Dear Student,

You will have to do one Tutor Market Assignment (TMA) in each of the courses in Tourism Studies.

Before attempting the assignments please read the instructions provided in the Programme Guide for BA - IHA. In this despatch we are sending you the Assignments for all the BEGE - 103 and all the TS courses. Kindly complete the assignments of the courses pertaining to your year of study.

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

**You must obtain a receipt from the Programme Centre 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 Programme Centre. Please insist for this and keep them as a record with you.** The Programme Centre Coordinator has to send the marks to Programme Coordinator, BA - IHA Programme, Room # 12, Block # 15 - I, IGNOU, Maidan Garhi, New Delhi - 110068.

### GUIDELINES FOR DOING ASSIGNMENTS

We expect you to answer each question in about 700/500 words or as mentioned in the assignments. 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.

The last date for the submission of the assignments will be decided by the coordinators.

Wishing you all the best,

**Dr. Paramita Suklabaidya**  
**Programme Coordinator, BA-IHA**

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

Course Code: TS-1

Total Marks: 100

Assignment Code: TS-1/BA-IHA/ 2018

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**Note:** Attempt any five in about 500 words each.

Each question carries 20 marks.

Send your TMA to the Coordinator of your Study Centre.

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1. Discuss the various types of tourist accommodations. Elaborate supplementary accommodations in India with suitable examples. 20
2. What are the various modes of tourism promotion? Discuss role of social media in tourism promotion. 20
3. What are different forms of tourism? Discuss the impact of tourism on culture and environment of a destination. 20
4. How does a tour operator package a tour? Prepare a 03D/02N itinerary of a packaged tour of your choice. 20
5. What do you understand by travel writing? Discuss the skills needed for writing in tourism. 20
6. What do you understand by rural tourism? Elaborate the socio-economic impact of tourism. 20
7. Write short notes on any two of the following: 10X2 =20
  - i). WTO
  - ii). Multiplier Effect in Tourism
  - iii). Role of Intangible Heritage in Tourism
  - iv). Travel Motivators
8. What is the importance of tourism statistics? Explain the various statistical means used for assessing and comparing the data in tourism sector. 20
9. Write a detailed note on seasonality in tourism. 20
10. Define marketing. Discuss the 4 Ps of marketing. 20

**BEGE 103: COMMUNICATION SKILLS IN ENGLISH  
ELECTIVE COURSE IN ENGLISH**

**Course Code: BEGE - 103**

**Total Marks: 100**

**Assignment Code: BEGE - 103/BA-IHA/2018**

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**Note:** Attempt any five in about 500 words each.

Each question carries 20 marks.

Send your TMA to the Coordinator of your Study Centre.

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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**

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

Course Code: TS-3

Total Marks: 100

Assignment Code: TS-3/BA-IHA/2018

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**Note:** Attempt any five in about 500 words each.

Each question carries 20 marks.

Send your TMA to the Coordinator of your Study Centre.

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1. Define tourism management. What are the various issues which a manager needs to deal with while performing the managerial tasks? 20
2. Describe organizing. Elucidate departmentalization and span of control in context of organizing. 20
3. What do you understand by entrepreneurship? Discuss the entrepreneurial process in detail. 20
4. Define conflict. Discuss the ways to deal with conflict within an organization. 20
5. What do you understand by decision making? Discuss the steps involved in decision making. 20
6. What is a Balance Sheet? How is a Balance Sheet prepared and analysed? 20
7. Write short note on any four of the following : 5X4 =20
  - a) Sole Proprietorship
  - b) Control Techniques
  - c) Public Relations in Tourism
  - d) Break Even Point
  - e) Profitability Analysis
  - f) Food Service Marketing
8. Discuss various issues related to tourist transport management. Give suitable examples. 20
9. What do you understand by "Ego States"? Explain the role of interpersonal behavior in an organization. 20
10. What do you understand by financial management? Write a detailed note on financial sources. 20

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

Course Code: TS-7

Total Marks: 100

Assignment Code: TS-7/BA-IHA/2018

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**Note:** Attempt any five in about 500 words each.  
Each question carries 20 marks.  
Send your TMA to the Coordinator of your Study Centre.

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1. What do you understand by Employee Motivation? Explain the linkage between Employee Motivation, Job Enrichment and Productivity. 20
2. Discuss the significance of Human Resource Information Systems in relation to Tourism and Hospitality industry. 20
3. What do you understand by Personnel Management? Discuss the functions and operations of Personnel Management. 20
4. "The HRD priorities of a large organisation are different from that of a smaller organisation". Explain the statement in relation to Tourism and Hospitality Industry. 20
5. Write short notes on the following: 4 X 5 = 20
  - i. Discipline Procedure
  - ii. Grievance Handling
  - iii. Task Analysis
  - iv. Staff Training Methods
6. What are the components of Salary Administration? Discuss the process of evolving Salary Structure in a star category hotel. 20
7. What is the significance of Career Planning in an organisation? Explain the process of career planning with suitable examples. 20
8. Elaborate the qualitative dimensions of HR Planning. Also discuss the Micro and Macro level scenario of HR Planning in Hospitality. 20
9. What do you mean by Recruitment Process? What are the methods of recruitment available to recruiters in a Service Organisation? 20
10. Write short notes on any two: 2 x 10 = 20
  - i. Need for Employee Counselling
  - ii. Induction Process in Hospitality Industry
  - iii. Sexual Harassment at work place

**BHY - 011: UNDERSTANDING TOURISTS: PROFILE AND MARKETS  
(TUTOR MARKED ASSIGNMENT)**

Course Code: BHY 011

Total Marks: 100

Assignment Code: BHY - 011/BA-IHA/2018

**Note:** Attempt any five in about 500 words each.  
Each question carries 20 marks.  
Send your TMA to the Coordinator of your Study Centre.

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1. Define and discuss the various methods & need of forecasting in tourism. **20**
  2. Discuss the factors that influence Tourist buying behaviour. **20**
  3. Define market positioning. Explain the various positioning approaches with suitable examples from tourism and hospitality industry. **20**
  4. Explain "Cultural Shock" with the help of suitable examples. **20**
  5. Discuss the characteristic 'travelling features of Backpackers. Suggest ways to promote India to this segment. **20**
  6. Write short notes on any two: **2x 10=20**
    - i). Barriers to Tourism
    - ii). Tourist Flow
    - iii). Travel Motivators
  7. Explain the basis on which female tourists are targeted for effective marketing. What are the major concerns for female tourists'? **20**
  8. Define SIT. Explain the significance of SIT in the tourism industry with the help of suitable examples. **20**
  9. Discuss the difference in the tourist profile of Outbound and Domestic Tourists of India. **20**
  10. Write short notes on any two of the following **2x10=20**
    - i). Profiling of Tourists from Japan
    - ii). Profiling of Tourists from Africa
    - iii). Profiling Tourists from Western Europe

ENROLMENT NO.: .....

NAME:.....

ADDRESS: .....

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DATE: .....

Course Title: .....

Assignment Code: .....

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**NOTE:** Submit the assignment to the Coordinator of the programme centre

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