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**B.Sc. in Hospitality and Hotel Administration
(July 2016-17 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, New Delhi.

GUIDELINES FOR DOING ASSIGNMENTS

We expect you to answer each question on the basis of your study of the printed material. 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, 2016	April 15, 2017
BEGE-103	October 15, 2016	April 15, 2017
TS-3	October 15, 2016	April 15, 2017
TS-6	October 15, 2016	April 15, 2017
TS-7	October 15, 2016	April 15, 2017

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

Course Code: TS-1

Programme: BHM

Total Marks: 100

Assignment Code: TS-1/TMA/2016-17

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.

1. Define tourism. Discuss the various types of tourism. 20
2. What is the importance of statistical records in tourism? Discuss the objective behind studying the history of tourism. 20
3. Discuss the aims of WTO. 20
4. Discuss the role of transport in tourism. 20
5. How do you prepare for a tour as an escort? What important things you take note of, as an escort while planning a tour? 20
6. Differentiate between goods and service products. Write a detailed note on the characteristics of service products with examples. 20
7. Define a travel agency. Discuss in brief operations of travel agency. 20
8. Discuss various economic, social and environmental impacts of tourism. 20
9. Discuss the various kinds of media. Explain the importance of print media. 20
10. What do you understand by tourism marketing? Elaborate on the 4 Ps of marketing. 20

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

**Course Code: TS-3
Total Marks: 100**

**Programme: BHM
Assignment Code: TS-3/TMA/2016-17**

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.

1. Define management. Write a detailed note on management levels. 20

2. What do you understand by SWOT? Why should you do SWOT Analysis? Explain. 20

3. Discuss the role of information technology in management. 20

4. What do you understand by organisation structure? Discuss the components of organisation structure. 20

5. What do you understand by marketing management? What are the different bases for market segmentation? 20

6. What is the difference between balance sheet and financial statement? Identify various purposes of balance sheet and financial statements. 20

7. Distinguish between: 5x4=20
 - a) Fixed assets and current assets.
 - b) Ordinary shares and preference shares
 - c) Current ratio and liquid ratio
 - d) Small group behavior and Interpersonal behavior

8. What is an invoice form? Mention the important accounting practices in a travel agency. 20

9. How would you define a business traveler? Write a detailed note on the various needs of a business traveler. 20

10. Discuss the importance of planning in hotel management. How would you decide the departments and job specifications for a 25 room hotel? Explain. 20

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

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

**Programme: BHM
Assignment Code: TS-6/TMA/2016-17**

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.

1. Discuss the various facets of Market Analysis taking into account the importance of Marketing Research, Competitive Analysis, Forecasting and Role of Technology. 20
2. Explain the various Pricing Objectives and Pricing Practices followed by tourism organization. 20
3. What do you understand by 'Tourism Product'? Explain the different stages in a product life-cycle. 20
4. What role do Local Bodies play in tourism marketing? Identify services which they should provide for strengthening the tourism product. 20
5. Define 'Product Mix'. Explain the product mix of a package tour. 20
6. Discuss the various aspects that should be considered while deciding promotional strategies for tourism products. 20
7. Differentiate characteristics between Goods and Services distribution. Explain the different types of distribution channels. 20
8. 'Seasonality in Tourism is a problem as well as a boon'. Explain the statement giving relevant examples. 20
9. Evaluate the significance of the 5th P of Marketing Mix in the context of Tourism Industry. 20
10. Discuss the different types of Alternative and Supplementary Accommodations and their importance in the Tourism Industry. 20

**HUMAN RESOURCE
DEVELOPMENT
(TUTOR MARKED ASSIGNMENT)**

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

**Programme: BHM
Assignment Code: TS-7/TMA/2016-17**

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.

1. Discuss the role and importance of Human Resource Development in Tourism Industry. 20
2. Discuss the need and importance of Staff training in the Service Industry. Also mention the various methods of training usually followed. 20
3. Define Task Analysis. Does Task Analysis help in improving the performance of individual employees and firms? Give Examples from Tourism and Hospitality Industry. 20
4. What do you mean by Motivation? Discuss any two theories of Motivation. 20
5. Write short notes on the following: 4 X 5 =
20 i. Employee Induction Process
ii. Employee Counseling
iii. Employee Transfer Policy
iv. Employee Induction Process in a Star Category Hotel
6. What do you understand by the terms 'Discipline' and 'Grievance'? What role do both play in the betterment of an organisation? 20
7. Write a detailed note on the Principles of Salary Administration. 20
8. Explain the steps involved in the process of task analysis. 20
9. Discuss the linkage between Job enrichment, Job specification, and Job evaluation with examples. 20
10. Write short notes on any two: 2 x 10 =
20 a) Recruitment & Selection
b) Performance Appraisal
c) Sexual Harassment at work place

Communication Skills in English

BEGE-

103

ASSIGNMENT- 2016 -

17

Programme: BHM

Course Code: BEGE-103/TMA/2016-

17

Maximum Marks: 100

Answer the following questions

20x5=100

1. Describe in your own words Marshall McLuhan's concept of the global village.

20

OR

How did Frederick Williams describe 'The 360- Century Day'?

2. Write a farewell speech for a principal of a school **or** the section-head in an office dealing also with negative emotions, attitudes and experiences.

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3. Write a letter from the Coordinator of an IGNOU study centre to a student who hasn't received her identity card and study material and has sought his help in getting them.

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4. Based on your own experience write a brief script (250 words) for the young television viewers on how television can be a liberal education.

20

5. Briefly outline the history of rhetoric from ancient times to the present (500 words).

20

OR

What is Epideictic rhetoric? Give two short examples of this variety of rhetoric.