

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

Course Code: TS- 1

Programme: BHM

Total Marks: 100

Assignment Code: TS-1/TMA/2019

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. "India: A destination for all Seasons and all reasons". Discuss the statement elaborating the geographical features of India. 20
2. Discuss the role of any two International Organizations working for the development of tourism. Support your answer with examples. 20
3. How does a tour escort prepare for a tour? Write the important things to take care of, while planning a tour. 20
4. Briefly explain the role of following service providers in the development of tourism of a destination : 5X4 = 20
 - a. Street Guides (Tout)
 - b. Souvenir Sellers
 - c. Photographers
 - d. Tourist Police
5. What is tourism marketing? Explain the marketing mix in detail. 20
6. Discuss the importance of monuments in promotion of heritage and cultural tourism. 20
7. Explain the highlights of National Action Plan for Tourism, 1992 . 20
8. What role does infrastructure play in developing a tourist destination and community development? Cite relevant examples. 20
9. Discuss the positive and negative impacts of mass tourism in hilly areas. Discuss with the help of example. 20
10. What role does photography and writing play in the tourism industry? Explain with relevant 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**

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. Who is Entrepreneur? Elaborate the qualities of an Entrepreneur. 20
2. Why is planning important for any tourism organization? Enumerate the steps in the planning process. 20
3. Write short notes on the following: 10+10= 20
 - a). Influencing factors for organizational culture
 - b). Organizational Structure
4. Identify characteristic features of services. Discuss the various issues to be considered while managing tourism services. 20
5. Elaborate the importance of Human Resource Management in travel and tourism industry. Sustainably your answer with suitable examples. 20
6. What are the different types of Costs? How costing is worked out for a Tour package? 20
7. "The need for Public Relations (RR) in a service-based industry like tourism is greater". Justify the statement giving appropriate examples. 20
8. List the major functions of an Airport. Highlight general issues and also problematic areas in Airport Management. 20
9. What is a Balance Sheet? Discuss the main items listed on a balance sheet. 20
10. Write short notes on the following: 10+10=20
 - a). Business travellers and their needs
 - b). Convention Marketing

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

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

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

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. How is Marketing different from Selling? Discuss the characteristics features of tourism marketing. 20
2. What purposes does a Marketing Plan serve? Explain with examples the issues to be addressed while devising a Marketing Plan for a tourism destination. 20
3. What do you understand by Market segmentation? How will you segment the inbound tourist market of India? 20
4. Outline 10 possible purposes/scenarios for which market research in tourism are/can be conducted. Explain aspects to be taken care of while preparing a questionnaire. 20
5. Elaborate various ways tourism enterprises can analyze their competitors. 20
6. Why is forecasting for tourism important? Discuss different methods of forecasting. 20
7. Explain in detail the concept of socially responsible marketing and its relevance in tourism sector. Cite appropriate examples to substantiate your answer. 20
8. What do you understand by Tourism Marketing Mix? Which do you think is the most important Marketing mix element and why? 20
9. Explain with suitable examples how Tour Operation businesses market their products and services? 20
10. Write notes on the following on about 300 words each 10X2 = 20
 - a) Familiarization tours
 - b) Characteristics of Airlines marketing

Communication Skills in English (BEGE-103) Assignment

Assignment Code: BEGE-103/TMA/2019-2020

Max. Marks:100

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

Course Code: TS-7

Programme: BHM

Total Marks: 100

Assignment Code: TS-7/BHM/2019

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 the term Human Resource Planning? Explain the need for human resource planning in the service industry with the help of relevant examples. 20
2. What is the difference between man power demand and supply forecasting? Discuss the methods of manpower supply forecasting. 20
3. What is the linkage between the Job Evaluation, Job Analysis, and Job Description? What are the methods of job evaluations? Explain any one in detail. 20
4. Define Task Analysis. Discuss the steps involved in Task Analysis. 20
5. Write short notes on the following: 4 X 5 = 20
 - i. Methods of Recruitment
 - ii. Personnel Manager's Role
 - iii. Career Planning
 - iv. Salary Administration
6. What do you understand by Motivation? What are the types of motivation? How can a manager create a motivational climate in the organization? 20
7. Define counseling. Discuss the need and functions of Employee Counseling. 20
8. What is meant by Grievance? How are Grievances processed and handled? 20
9. Explain the need of transfer, promotion and reward policy? Substantiate your answer with suitable examples 20
10. Write short notes on any two: 2 x 10 = 20
 - i. Human Resource Accounting
 - ii. Significance of Career Planning
 - iii. Methods of Performance Appraisal