

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

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

**Programme: BHM
Assignment Code: TS-1/TMA/2018-19**

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

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

**Programme: BHM
Assignment Code: TS-7/TMA/2018-19**

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. 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

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

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

**Programme: BHM
Assignment Code: TS-3/TMA/2018-19**

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 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 followings: 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

**BEGE-103: Communication Skills in English
(TUTOR MARKED ASSIGNMENT)**

**Course Code: BEGE-103
Total Marks: 100**

**Programme: BHM
Assignment Code: BEGE-103/TMA/2018-19**

Note: Answer all questions

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| 1 | What do you understand by Global English? Describe its features. How different is it from Indian English? Give examples to explain your answer. | 20 |
| 2 | What are the usual topics of small talk? Describe some of the conventions we must follow for ease and flow of conversation. | 20 |
| 3a | Write a note on the language of formal letters. | 5 |
| 3b | You purchased a book through Flipkart. After a couple a days you discovered that ten pages (from 116-125) are missing. Write a letter of complaint to the relevant person in the organisation asking: <ul style="list-style-type: none">• how such an error happened• how this mistake has inconvenienced you• you would expect another copy of the book as soon as possible. | 15 |
| 4a | What do you understand by unscripted programmes on TV? Discuss this in the context of a panel discussion. | 10 |
| 4b | Describe ways in which you can train yourself to be a good listener. | 10 |
| 5 | What do you understand by the World Wide Web? What are the ways in which you can create content for the web? | 20 |

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

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

**Programme: BHM
Assignment Code: TS-6/TMA/2018-19**

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 marketing. How did it evolve as a concept? Discuss some of its salient features. 20

2. Discuss the marketing linkages between the various components of the tourism industry. 20

3. Define Tourism Product. Outline the steps in designing and developing a tourism product of your choice. 20

4. Discuss the importance of market research in tourism. Discuss its various steps. 20

5. To what extent can technology be used in tourism marketing? Elaborate citing appropriate examples. 20

6. What do you understand by competitive analysis? Explain the strategic options. 20

7. How would you market local foods? What role food festivals play in it? 20

8. What is the relevance of brochure? What points would you consider while designing an effective marketing brochure? 20

9. What role can NGOs play in tourism marketing? 20

10. Write notes on the following in about 250 words each: (10x2=20)
 - a) Emerging trends in tourist market in India
 - b) Destination planning