

**B.Sc. in Hospitality and Hotel Administration (July 2023-24 Session)**

**Assignments Booklet BHM**

**TS-01  
BEVAE-181  
BEGE-103  
TS-03  
TS-07  
TS-06**



**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 Study centre**. 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 Study 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 Study centre. Please insist for this and keep them as a record with you.** The Study centre has to send the marks to the respective Regional Centre of Indira Gandhi National Open University.

### GUIDELINESFORDOINGASSIGNMENTS

We expect you to answer each question on the basis of your study of the printed material. In some cases we have asked you questions about your City/Region/State. There, you may have to take help from additional material. If you are unable to find such material on your own, kindly contact your Counsellor at the Study centre. You will find it useful to keep the following point 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. Jatashankar R. Tewari**  
**Programme Coordinator, BHM&MHA**

### ASSIGNMENTSUBMISSIONSCHEDULE

Course	Last Date for June Session	Last Date for December Session
TS-1	March 31,2024	September 30, 2024
BEVAE-181	March 31, 2024	September 30, 2024
BEGE-103	March 31,2024	September 30, 2024
TS-3	March 31,2024	September 30, 2024
TS-7	March 31,2024	September 30, 2024
TS-6	March 31,2024	September 30, 2024

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

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

**Programme: BHM  
Assignment Code: TS-1/TMA/2024**

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**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.**

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1. Define Tourism. Explain the different forms and types of tourism. 20
2. What are the various types of Accommodation? Is the paying guest accommodation beneficial for the tourism industry? 20
3. Why there is need for Tourism Policy & Planning in India. 20
4. What are the factors that are identified as obstacles to the development of modern tourism. 20
5. Write short notes on any two of the following: - 2X10=20
  - a) Purpose of Tourism
  - b) Role of Seasonality in Tourism
  - c) Impact of Tourism on Environment
6. Explain how museums can be a tourist attraction. Support your answer with suitable examples. 20
7. What are the duties of a Tourist Guide? What are the skills required to be a good tour guide? 20
8. Write short notes on the following - 2X10=20
  - a) Silk Route
  - b) Grand Tour
  - c) Carrying Capacity
  - d) Alternative Tourism
9. Explain the role of History in Tourism. Substantiate your answer with the help of suitable examples. 20
10. What do you understand by Statistics? Discuss the relevance of statistics for planning in tourism. 20

**AECC on Environment Studies**  
**(Tutor Marked Assignment)**

**Course Code – BEVAE-181**  
**Total Marks: 100**

**Programme: BHM**  
**Assignment Code: BEVAE-181/TMA/2024**

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**Note: Attempt all questions. The marks for each question are indicated against it.**

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**PART-A**

1. “Sustainable development is an ideal-a goal towards which all human societies need to be moving” Justify the statement with suitable arguments. 8
2. Marine ecosystem is the largest and most stable ecosystem on the earth and is of great ecological significance. Elucidate your answer with suitable examples. 8
3. “Poverty amidst plenty, nature is bountiful but tribals are poor” explain this statement with Respect to forest resources. 7
4. “India’s energy needs can only lie in adopting non-conventional sources of energy”. Explain in detail. 7
5. Answer the following questions in about 150 words each. 4x5
  - a) Explain the significance of Kul and Bamboo drip irrigation practices.
  - b) “Soil which forms the uppermost layer of the land, is the most precious of all resources”. Explain this statement.
  - c) Explain an indirect use value of biodiversity.
  - d) “Species diversity is the most visible component of Biodiversity.” Explain
  - e) Differentiate between food chain and food web.

**PART-B**

6. Explain the need for people’s participation in environmental conservation with suitable case studies. 8
7. Explain the relevance of wetland with respect to nature reserves at the global level. 7
8. Explain the objectives of the Environment Protection Act of 1986 and its role in environmental conservation. 7
9. Answer the following questions in about 150 words each. 4x4
  - a) How does the environment influence human health? Explain it in detail with suitable examples.
  - b) Explain the problems associated with improper waste disposal and its impact on humans.
  - c) Acid rain is considered one of the major global issues. Explain acid rain and its effects.
  - d) Explain the different parameters that can assess water quality as a consumption.
10. Explain the following terms in about 60 words each: 3x4
  - a) Environmental Justice
  - b) Central Pollution Control Board (CPCB)
  - c) Smog
  - d) Green House Gases

**BEGE-103**  
**Communication Skills in English**

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

**Programme: BHM**  
**Assignment Code: BEGE-103/TMA/2024**

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Note: Attempt all questions. The marks for each question are indicated against it.

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1. Discuss various components of soft skills. 10
2. Write short notes on the following. 10
  - a. Dialect, accent, and style.
  - b. Code mixing and code switching
3. Write short notes on (any 02). 10
  - a. Accent naturalisation
  - b. Emotional Intelligence
  - c. Communication Explosion
- 4a. Prepare your own C.V. in about 250 words outlining your expertise in the field you wish to work. 10
- 4b. Imagine that you are Raman Kumar and want to apply for a job at A. N. Pvt. Ltd. Draft a covering letter giving information from your won C.V. 10
5. You come across an advertisement for cotton T. Shirts. You want to buy one for your brother who loves animals especially reptiles. Write an email to find out. 10
  - a. The sizes and the colours of the available T-shirts.
  - b. The price of the T-shirts.
  - c. And the mode of payment.
6. What is 'neutral accent' in English? How can you acquire it? 10
7. Write an essay on role of body language and silence in communication. 10
8. Prepare a sample of simple dinner talk among colleagues, who are relaxed and are enjoying. (5turns each) 10
9. Imagine that you are an interviewer. You need to select a driver for your company's vehicle. The driver's duties include pick and drop important visitors to and from the airport, and drive important visitors for shopping or sightseeing. Make a list of ten questions that you can ask candidates at this interview. 10

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

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

**Programme: BHM  
Assignment Code: TS-3/TMA/2024**

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**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.**

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1. Why should a tourism organization adopt a policy of Public Relations. Explain with the help of examples. 20
2. What aspects should be considered by a supplier while planning a convention? 20
3. Explain the factors which are important for effective function of a group? 20
4. Write short notes on the following: - 2X10=20
  - (a) Delegation of Authority
  - (b) Management Information System
5. Distinguish between the following: - 2X10=20
  - (a) Fixed Assets and Current Assets
  - (b) Ordinary Shares and Preference Shares
6. Write a detailed note on the role of Information Technology in tourism. 20
7. Write short notes on any two of the following: - 2X10=20
  - (a) Marketing Mix
  - (b) Marketing Research
8. Discuss the advantages and disadvantages of a partnership business. 20
9. Discuss some important challenges faced by Airlines Management in the current economic scenario, quoting suitable examples from the Airlines Industry. 20
10. Food Service Industry is one of the largest industries in the world. What are the special features of food services in India. Illustrate with examples. 20

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

**Course Code: TS-7**

**Programme: BHM**

**Total Mark: 100**

**Assignment Code: TS-7/TMA/2024**

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**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 **500 words**. Send your TMA to the Coordinator of your Study Centre

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1. Define Human Resource Planning? Explain the importance of human resource planning in hospitality Industry. **20**
2. Define Human Resource Information System? List the advantages of computer based human resource information system. **20**
3. Define Job Evaluation? List the advantages of job evaluation. **20**
4. Write short notes on the following in about 150 words each: **(5X4= 20)**
  - a) Job Specification
  - b) Training
  - c) Job Enrichment
  - d) Dearness Allowances
5. Write a detailed note on 'Task Analysis'. **20**
6. Define motivation? Explain 'Behaviour Modification Theory of B.F. Skinner. **20**
7. Draw the organization structure of Personnel office of an organization and describe the role of Personnel Manager in the organization. **20**
8. Explain various methods of 'on-the-job training' training in detail. **20**
9. What do you mean by 'Disciplinary Action'? briefly explain Suspension and Dismissal. **20**
10. Write short notes on the following in about 150 words each: **(5X4= 20)**
  - a) Retrenchment
  - b) Statutory Welfare Amenities
  - c) Grievance handling procedure
  - d) Methods of Recruitment

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

**Course Code: TS-6**

**Programme: BHM**

**Total Mark: 100**

**Assignment Code: TS-6/TMA/2024**

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**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 **500 words**. Send your TMA to the Coordinator of your Study Centre.

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1. Describe the concept of Tourism Marketing along with its features. 20
2. Explain market segmentation concept and its application in tourism with suitable examples. 20
3. What is Marketing Research? Discuss the steps of conducting a market research. 20
4. Explain the concept of Forecasting along with its methods and applications in Tourism industry. 20
5. Write a detailed note on the role of NGOs in tourism development. 20
6. Discuss how local cuisines can be marketed as a tourism product. 20
7. Discuss the major elements of Promotion Mix. Which one, according to you, is the most effective one for promoting tourism products and why? 20
8. With the help of an example, describe how a tourism product can be developed. Also discuss possible pricing strategies for the same. 20
9. Describe brochures and their role in Tour Operators Marketing. 20
10. Write short notes on the following in about 150 words. (4x5=20)
  - a) Importance of Familiarization tours in tourism promotion
  - b) Role of technology in Tourism Marketing
  - c) Target markets of Tourist Transporter
  - d) Seasonality in Tourism