



UNIVERSITY OF THE PUNJAB

Part-I A/2016
Examination:- M.A./M.Sc.

Roll No.

Subject: Tourism & Hospitality Management
PAPER: I (Introduction to Hospitality and Tourism)

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

NOTE: Must attempt any FIVE questions. All questions carry equal marks. (20 each)

Question Number 1:

- A: What are three common reasons for failure of restaurants?
- B: How can hotels be categorized based on location?

Question Number 2:

- A: How do new Human resource divisions differ from old personnel divisions?
- B: What are typical sources of Club revenues?

Question Number 3:

- A: Discuss meeting planning process of a convention hotel?
- B: What unique characteristics does CARNIVAL introduced to the cruise industry?

Question Number 4:

- A: What are two basic types of casinos games? Discuss Each.
- B: What are the main ideas of Customer Focus School?

Question Number 5:

- A: Describe service and how does service businesses differ from manufacturing businesses?
- B: Discuss sustainable tourism and describe a plan for a sound tourism development?

Question Number 6:

- A: What are differences between Marketing Objectives? Marketing strategies? And Marketing Tactics?
- B: What do approval and termination provisions of a management contract cover?

Question Number 7:

- A: How franchising works? Explain in detail
- B: What are six techniques of moral reasoning?

Question Number 8: Write a note on

- A: Sport Tourism
- B: Religious Tourism
- C: Accessible Tourism



UNIVERSITY OF THE PUNJAB

Part-I A/2016
Examination:- M.A./M.Sc.

Roll No.

Subject: Tourism & Hospitality Management
PAPER: II (Tour Operation)

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions out of EIGHT questions. Each question carries equal marks (20). Read the questions carefully before answering. Overwriting and cutting are not allowed. Divide proper time for each question.

Question #1:

- A: Explain the Systematic measurement of tourism?
- B: Discuss the importance of statistical measurement in tourism?

Question #2:

- A: Explain the *four* basic components of tourism industry?
- B: Define the travel geography, its *four* main principal regions?

Question # 3:

- A: Explain the tourism marketing mix?
- B: Define the advertizing and its advantages?

Question # 4:

- A: Elaborate the various steps of advertising planning and effectiveness?
- B: List down the two main areas of advertising techniques?

Question # 5:

- A: Explain the role and responsibilities of legal and technical committee of IATA?
- B: Describe the conditions of IATA controlled approval for travel agency?

Question #6:

- A: Define the *Travel agent* and its *scope* of work?
- B: List down in detail the primary functions of a junket rep?

Question #7:

- A: Explain the role of internet as marketing intermediary?
- B: Define incentive travel ?

Question #8: explain the key terms:

- A: incidental sports tourists
- B: Time sharing accommodations
- C: Excursion fares
- D: Miscellaneous charges order (MCO)



UNIVERSITY OF THE PUNJAB

Part-I A/2016
Examination:- M.A./M.Sc.

Roll No.

Subject: Tourism & Hospitality Management
PAPER: III (Communication Skills and Personality Development)

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions out of EIGHT questions. Overwriting and cutting are not allowed. Each question carries equal marks (20 each).

- Q 1: A: What do we understand by barriers to communication, explain barriers? (10 marks)
B: Explain the process and objectives of communication? (10 marks)
- Q 2: A: Explain the vocal speaking qualities? (10 marks)
B: Explain any 5 basic speaking skills? (10 marks)
- Q 3: A: Describe the qualities to aim for when speaking? (10 marks)
B: write down the ten aids to good listening? (10 marks)
- Q 4: A: What are overhead and data projectors and how are they used? (10 marks)
B: Explain the Meta-communication and paralanguage? (10 marks)
- Q 5: A: Define formal letters; write an example of formal letter? (10 marks)
B: Explain the techniques of Public speaking? (10 marks)
- Q 6: A: What are the principles of criticizing people? (10 marks)
B: What is report, and explain the types and purpose of the report? (10 marks)
- Q 7: A: What is Questionnaires? Write a note on preparing questionnaire? (10 marks)
B: What are the main elements of report writing? (10 marks)
- Q 8: A: Write a note on body language or kinesics? (10 marks)
B: Explain the physical process of reading? (10 marks)



UNIVERSITY OF THE PUNJAB

Part-I A/2016
Examination:- M.A./M.Sc.

Roll No.

Subject: Tourism & Hospitality Management
PAPER: IV (Food and Beverage Management)

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions out of EIGHT questions. Overwriting and cutting are not allowed. Each question carries equal marks (20 each).

- Q 1:** A: What common types of accidents occur in food service operations and how can they be prevented?
B: What are different types of work area layouts?
- Q 2:** A: What two categories of people are interacted by food service managers? Explain each category in detail
B: describe the steps involved in developing a feasibility study for a food service operation?
- Q 3:** A: What five operational components have a direct impact on the kinds of menu items an operation offers?
B: Identify and describe four types of Table services? How does family style service differ from plate service?
- Q 4:** A: Explain are the basic rules followed during menu planning?
B: How does menu engineering help menu planners to evaluate menus?
- Q 5:** A: Describe and Subjective and Objective menu pricing methods?
B: Discuss the benefits of technology's use in production of food and beverages?
- Q 6:** A: Describe cooking consideration when preparing Fish? Eggs? And Dairy Products?
B: What are primary objectives of suggestive selling and up selling? And how can each these techniques help food service managers?
- Q 7:** A: Identify common food service accidents and some important ways to prevent them?
B: What are some environmental or green construction strategies that will help restaurants address sustainability concerns?
- Q 8:** A: Complete Balance column on the following perpetual inventory form:

<u>Date</u>	<u>In</u>	<u>Out</u>	<u>Balance</u>
Beginning Inventory	-	-	12
14/06	3	2	
15/06	-	3	
16/06	4	3	
17/06	-	5	
18/06	7	4	

- B: Define the following:
- Portion Cost
 - California Menu
 - SOP
 - Prix-fix Menu
 - Buffet service
 - Cafeteria service
 - Suggestive selling
 - Food temperature danger zone
 - Food intolerance
 - Cross contamination



UNIVERSITY OF THE PUNJAB

Part-I A/2016
Examination:- M.A./M.Sc.

Roll No.

Subject: Tourism & Hospitality Management
PAPER: V (Human Resource Management)

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions out of EIGHT questions. Read all questions carefully before answering. Divide proper time for each question. Overwriting and cutting are not allowed. Each question carries equal marks. i.e. (20 each).

Question #1:

- A: What are the unique HR challenges being faced by small and large hospitality firms?
B: Describe various bona-fide occupational qualifications?

Question #2:

- A: What do you understand by job analysis, why this information is critical for organizations?
B: What are the common problems associated with interviewing reliability?

Question # 3:

- A: What do you understand by pre-recruitment process; also explain its prominent steps?
B: Describe the structural association/differences among job descriptions and job specification?

Question # 4:

- A: Explain what is can be included in a job offer; also discuss the variations among informal and formal job offers?
B: Explain the rights-benefits which are available to employees under OSHA regulations?

Question # 5:

- A: Identify the major factors that Hospitality HR Managers must consider while planning and recruitment of employees?
B: What do understand by motivation, explain key content theories of regarding it?

Question #6:

- A: List and describe the most common forms of direct financial compensation?
B: Critically analyze craft unions v/s industrial unions?

Question #7:

- A: What are the broad aim and objectives of an employee orientation program?
B: Explain the steps in a training cycle and their inter-linkages?

Question # 8: Write brief notes on the following:

- A: Negligent Hiring
B: On-the-job training
C: Functional job analysis
D: Validity and Reliability



UNIVERSITY OF THE PUNJAB

Part-I A/2016
Examination:- M.A./M.Sc.

Roll No.

Subject: Tourism & Hospitality Management
PAPER: VI (Heritage and Visitor Attraction)

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions out of EIGHT questions. Overwriting and cutting are not allowed. Each question carries equal marks (20 each).

- Q 1:** A: Explain the age of *Aryans* and other civilizations?
B: Define the traditions and social classifications of *Aryans*?
- Q 2:** A: Elaborate the ancient site of **Harappa** and its Indus valley civilization?
B: Explain the role of Government in the management of heritage and cultural sites?
- Q 3:** A: Discuss the methodology of **Buddhism**, its spiritual path and basic beliefs?
B: Explain the management of religious diversity? Write down the difference between religion and culture?
- Q4:** A: Explain the *Cultural heritage of Pakistan*, including the impact of Arab traders in cultural development of Pakistan?
B: Discuss the developments of Muslim Empires, including their great work of art at Masjid Wazir Khan, Shalimar Bagh and Hiran Minar?
- Q 5:** A: Discuss the collapse of Mughal India from Company to Crown?
B: Write a note the *British developments* before the independence of Pakistan?
- Q 6:** A: Define the evolution of the Pakistan Tourism system?
B: Explain the role of UNESCO in the conservation and preservation of World Heritage sites?
- Q 7:** A: Define the terms of Tourist destination and accessibility in tourism with suitable examples?
B: Write a note on the specific problems in terms of needs and requirements found by travelers?
- Q 8:** A: Discuss the way in which single attractions can act as a catalyst for the development of new destination?
B: Describe the *Islamic culture and heritage*, its understanding, festival and marriages?