



# UNIVERSITY OF THE PUNJAB

Part-I A/2017  
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)**

- Q 1: A: What are advantages and disadvantages of a hotel management contract? Discuss from both owners' and operators point of view  
B: Describe the ethical issues in hospitality industry?
- Q 2: A: Describe menu categories, also summarize the importance of menu design and menu pricing?  
B: Describe how hotels organize their sales department and what characteristics and qualities must a salesperson possess?
- Q 3: A: Briefly describe desirable characteristics any restaurant site should have?  
B: What do approval and termination provisions of a management contract cover?
- Q 4: A: Describe steps in developing and planning new hotels: site selection, the feasibility study, and financing.  
B: Explain various ways hotels can be owned and operated, distinguish chain hotels from independent hotels, and explain how hotels can be categorized by price?
- Q 5: A: Describe the reasons for hospitality industry's high turnover rate and what strategies can be implemented to counter these high turn overs?  
B: Discuss the duties and tasks meeting planners should be able to perform?
- Q 6: A: Summarize the beginning of cruise industry and describe birth of modern cruising?  
B: Describe casino hotels, and explain differences between the organization and management of casino hotels and other types of hotels.
- Q 7: A: Trace the development of management theories, beginning with the first management theorist, Robert Owen, and continuing with the classical school and the behavioral school of management.  
B: Identify and discuss current labor trend and legislation affecting the hospitality industry
- Q 8: A: - what is the difference between social responsibility and business ethics??  
B: Define:  
1. Fam Tours  
2. ADI  
3. Guest Mix  
4. Lido Deck



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**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: Define the significant development of high speed trains?
- B: Explain the *basic crucial elements* of tourism?

**Question #2:**

- A: Define the tourism marketing and tourist products?
- B: Describe the special features of tourism marketing?

**Question #3:**

- A: Explain the responsibilities of tour operations related to Grand Tours.
- B: How tour operation companies make tour operations environmental friendly?

**Question # 4:**

- A: List down the duties and responsibilities of Tourist information offices?
- B: Define Special Interest Tourism (SIT), its *scope* and importance of *potential areas*?

**Question # 5:**

- A: Define the responsibilities of tour operators with concept of beach & island tourism?
- B: Explain the types of tour operators with various package tours?

**Question #6:**

- A: Discuss the various shapes and forms of three broad tourism impacts?
- B: Define the Tourism Income Multiplier (TIM) concept?

**Question #7:**

- A: Differentiate between *Employment Generator* & *Employment Multiplier* in tourism industry?
- B: Define the major role as *contributor* to international goodwill in tourism?

**Question #8: Briefly explain the following terms:**

- A: Tourist
- B: Ground Tour Operator
- C: Religious Tourism
- D: Responsible Tourism



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**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 is report writing, discuss its purpose, essentials, objective and scope?  
B: Discuss the structure of Interview?
- Q 2: A: What is objective of job application, discuss its structure, format and also mention possible sources to apply for job?  
B: How would you behave in an Interview?
- Q 3: A: How many types of letters are there, also discuss types of business letters in brief?  
B: How People Smart Program make people feel important?
- Q 4: A: What are different processes of reading?  
B: What is SQ3R method of reading?
- Q 5: A: Discuss process of preparing effective business letter?  
B: How do smart people make up people's mind?
- Q 6: A: What are the principles of criticizing people?  
B: How to talk to people in "People Smart Program"?
- Q 7: A: What are following psychology: NLP, EI, TA?  
B: What are basic telephone rules in communication, how does it help in business?
- Q 8: A: How body language helps in communication?  
B: What are different stages of planning a message?



# UNIVERSITY OF THE PUNJAB

Part-I A/2017  
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 items should be included in an orientation of Front Office staff?
- B: What is the difference between training objectives and training criteria? Explain.

Question #2:

- A: What privacy issues should hospitality managers be concerned with when considering implementation of an HRIS?
- B: Would you recommend using best manager or an average manager as an interviewer? Why

Question # 3:

- A: How frequently should a property conduct performance appraisals? Why?
- B: What is motivation? How does it relate to compensation?

Question # 4:

- A: What services are most commonly offered through employee assistance program?
- B: What are the steps in the union decertification process?

Question # 5:

- A: What's the importance of Training in Hospitality Industry?
- B: What are some of the principal reasons for instituting an employee assistance program?

Question #6:

- A: What are three individual causes of turnover problems?
- B: How does positive discipline differ from progressive discipline?

Question #7:

- A: What are some steps in conducting a social responsibility audit?
- B: What are some ethical issues in human resources management?

**Question #8: Key Terms (Explain briefly)**

- A: Adverse impact
- B: Trend line forecasting & moving average forecasting
- C: Internal recruiting & external recruiting
- D: Hot stove approach



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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).**

Question #1:

- A: Define Heritage and discuss the types of Tangible heritage?  
B: Describe the *Islamic culture and heritage*, its understanding, festival and marriages?

Question # 2:

- A: Elaborate the ancient site of **Harappa** and its Indus valley civilization?  
B: List down the *excavators* of the site of **Harappa** occupation?

Question #3:

- A: Discuss the philosophy and beliefs of Sikhism?  
B: Explain briefly about the founder of Sikh religion?

Question # 4:

- 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?

Question # 5:

- A: Discuss the collapse of Mughal India from Company to Crown?  
B: List down the *British developments* before the independence of Pakistan?

Question # 6:

- A: Describe the *Islamic culture and heritage*, its understanding, festival and marriages?  
B: Discuss what you consider to be the most important factors in determining the success or failure of the heritage of cultural site?

Question # 7:

- A: Explain the role of Pakistan Tourism Development Cooperation (PTDC)?  
B: Discuss the role of tourist accommodation in tourism development?

Question # 8:

- A: Explain the age of Aryans and other civilizations?  
B: Define the traditions and social classifications of *Aryans*