



UNIVERSITY OF THE PUNJAB

M.A./M.Sc. Part-I Annual Exam – 2019

Roll No.

Time: 3 Hrs. Marks: 100

Subject: Tourism & Hospitality Management

Paper: I / THM-301 (Introduction to Hospitality and Tourism)

**NOTE: Attempt any FIVE questions. All questions carry equal marks.
Overwriting and cutting is not allowed.**

- Q. 1 A: How has technology transformed the way we live? What are some other economic and social trends that are affecting travel and tourism?
B. Identify and describe four basic leadership strategies used by managers.
- Q. 2 A. What are the component of travel and tourism industry interrelated?
B. Summarize reasons people travel and describe types of travel research.
- Q. 3 A. Summarize entrepreneurship opportunities that exist within the hospitality industry and write different guiding steps for starting a business.
B. What are flags of convenience and why are they considered important for a cruise liner?
- Q. 4 A. Explain some of the pitfalls of starting a new restaurant; cite reasons for restaurant failure and how feasibility study may help in opening of a new restaurant.
B. Describe different types of menu used in Fast Food Industry.

P.T.O.

- Q. 5: A. Describe different categories of Hotels based on theme.
B. Discuss all the steps involved in obtaining license for running franchised operations?
- Q. 6 A Explain the differences between equity clubs and corporate clubs and list how clubs source of revenue differ from hotel revenues.
B. What two broad groups of casino customers are vital to the long term health of a gaming establishment, and what are their characteristics.
- Q. 7. A Describe how hotels organize their sale departments and summarize the characteristics and qualities salespersons should possess?
B. Identify major points in the contract between hotel Management Company and owner of a hotel.
- Q. 8 A. Identify the steps involved in developing and planning new Restaurant
B. What are some of the ways that travel and tourism industry can affect local communities?



UNIVERSITY OF THE PUNJAB

M.A./M.Sc. Part – I Annual Exam – 2019

Subject: Tourism & Hospitality Management
Paper: II / THM-302 (Tour Operation)

Roll No.

Time: 3 Hrs. Marks: 100

**NOTE: Attempt any FIVE questions. All questions carry equal marks.
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- Q. 1 A. Explain the travel inventions of earliest beginning?
B. Describe the development of railway transport and its impact on travel?
- Q. 2 A. Describe the development of transport system including Surface, Air and high speed trains?
B. Explain the structure of accommodation that could be categorized by location, price and type of facilities?
- Q. 3 A. Describe Motivation? Explain the destination related and non-destination related motivation?
B. Categorize the various method of measuring tourism?
- Q. 4 A. Describe the employment multiplier and employment generator?
B. Explain Tourism Income Multiplier (TIM)? Also describe the nature of Multiplier?

P.T.O.

- Q. 5 A. What is meant by Measurement of Tourism and what is the importance of Measurement?
B. Write definition of Tourist? And describe the inbound and outbound tourism in detail?

- Q. 6 A. Describe the element of tourism industry in detail?
B. List down in detail the primary functions of a Travel agent?

- Q. 7 A. Define the Business travel and its categories?
B. Describe the role and function of Government tourism organizations?

Q. 8 Explain the key terms:

- A. Charter Flight
- B. Airway bills
- C. Supplementary Accommodation
- D. Tourist Lodge



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M.A./M.Sc. Part – I Annual Exam – 2019

Roll No.

Time: 3 Hrs. Marks: 100

Subject: Tourism & Hospitality Management

Paper: III / THM-305(Communication Skills and Personality Development)

**NOTE: Attempt any FIVE questions. All questions carry equal marks.
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- Q.1 A. Explain why effective communication is important to success of any organization?
B. Why is a context or situation important while communicating?
- Q.2 A. Describe characteristics of effective business communication.
B. What are the ten aids to good listening? How do they affect listening?
- Q.3 A. Identify communication skills that successful employers expect from their employees.
B. Explain the conflict between verbal and non-verbal communication.
- Q.4 A. Briefly explain the mobile phone manners while communicating through mobile phone.
B. How can we gather information through phone while answering the telephone calls?

P.T.O.

- Q. 5** A. What are the tips to remember while being interviewed?
B. Explain the two perspectives through which an applicant prepares for the interview.
- Q. 6** A. What is a business letter; discuss layout and style of business letter?
B. What are the duties of officers and members while participating in official meetings?
- Q. 7** A. What is a CV? Discuss its structure and express the importance of its covering letter?
B. Explain any five parts of speech in detail?
- Q. 8** A. Explain the fundamental structure of reports along with formats.
B. Describe the primary objective of program "People Smart"?



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M.A./M.Sc. Part – I Annual Exam – 2019

Subject: Tourism & Hospitality Management

Paper: IV / THM-307 (Food and Beverage Management)

Roll No.

Time: 3 Hrs. Marks: 100

NOTE: Attempt any FIVE questions. All questions carry equal marks.

Q. 1 A: What is Franchise & Chain Restaurant? What are some advantage & disadvantage of Franchise? Chain Restaurant?

B: Food and beverage control can be more difficult than controlling materials in many other industries. Analyze and evaluate the main challenges unique to food and beverage control.

Q. 2 A: Describe the Level of Service in Food and beverage management?

B: Draw the Hierarchy Chart of Kitchen Staff?

Q. 3 A: The purpose of a sales promotion is to influence customers' behavior. Discuss reasons for using sales promotions in a food and beverage operation.

B: Describe ways in which sales targets may be achieved through the use of sales promotions.

Q. 4 A: How do the procedures for purchasing, receiving, storing and issuing beverage different from the procedures used to control food products?

B: What type of service style mostly used in Food & Beverage Operations?

P.T.O.

- Q. 5** A: Food and beverage managers play a key role in the hospitality industry, ensuring the survival and success of different organizations. Describe the effective traits of managers and consider how these help an organization to meet its goals.
- B: Outline the role of FIVE different kinds of food and beverage managers
- Q. 6** A: How can safety checklist be used to better ensure safe operations and work areas?
- B: Write down the types of food Service equipment?
- Q. 7** A: Goods delivered to an establishment will be accompanied by a document that is an auditable source of verification. Explain the purpose of the goods receiving department in a food and beverage operation.
- B: List five details that would be recorded on a bin card. And describe procedures for special control of high-cost purchased foods
- Q. 8** A: What critical limits should be sets to keep food germs free? And how is food poisoning different from food infection?
- B: Define the following terms:
1. Cycle Menu
 2. Physical inventory
 3. House brand
 4. Job specification
 5. Positioning



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M.A./M.Sc. Part – I Annual Exam – 2019

Roll No.

Subject: Tourism & Hospitality Management
PAPER: VIII / THM-308 (Human Resource Management)

Time: 3 Hrs. Marks: 100

**NOTE: Attempt any FIVE questions. All questions carry equal marks.
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- Q. 1 A. Is it ethically acceptable to recruit and select people on the basis of whether they have appropriate aesthetic skills?
B. Who should collect job analysis information and why?
- Q. 2 A. What is bottom-up forecasting? What are advantages and disadvantages of this method?
B.: How can e-recruitment best be used by tourism and hospitality organizations?
- Q. 3 A. What are the main points of difference between equal opportunities and managing diversity?
B: What are the three objectives of in-basket training?
- Q. 4 A. What objectives should be included in a training program for appraisers?
B. Argue for and against the use of forced ranking in appraisal.

P.T.O.

- Q. 5 A. What defines an effective incentive program? What are the advantages of such programs?
B. What are the differences between management rights clauses and just cause clauses?
- Q. 6 A. What are the principal methods of stress reduction?
B. What are some of the problems associated with dual-career families?
- Q. 7 A. Why should employee discharge be viewed as a last-resort disciplinary step?
B. What are the differences between traditional, stakeholder, and affirmative philosophies of the social responsibility of businesses?
- Q. 8 Key Terms (Explain briefly)
- A. Right-to-work law
 - B. Extrinsic rewards
 - C. Job enrichment
 - D. Stress Interview



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M.A./M.Sc. Part – I Annual Exam – 2019

Subject: Tourism & Hospitality Management
Paper: VI / THM-309 (Heritage and Visitor Attraction)

Roll No.
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NOTE: Attempt any FIVE questions. All questions carry equal marks.

- Q. 1 A Define Heritage. Discuss the factors that led to the growth of heritage attractions in the 1980's and 1990's?
- B How can an attraction help in the development of different sectors of Tourism services?
- Q. 2 A Explain **Gandhara** art and culture?
- B Write in detail about Pakistan Tourism Development Corporation, its establishment, functions and role in Tourism development in Pakistan?
- Q. 3 A What is UNESCO stand for? Briefly describe the role of UNESCO?
- B What do you know about British development in North Region?
- Q. 4 A Elaborate the ancient site of Mehrgarh and Mansura?
- B Explain the Character of Priest-King and Elaborate Seven-stranded Mohenjo-Daro necklace?

P.T.O.

Q. 5 A What do you know about Gandhara civilizations explain the with reference to Taxila and Takhtbai?

B Elaborate Islamic world heritage committee and its function?

Q. 6. A Write down about Muslim Empire and its development in subcontinent?

B Critically evaluate the extent to which attraction projects can stimulate the regional development and urban regeneration?

Q. 7 A What is Tourism Planning? Explain Planning process?

B What role tourist accommodation plays in tourism development?

Q. 8 Briefly explain the following terms:

A Role of Tour Operator

B Destination Management

C Communication Skills for Tourism Students

D Cultural Festivals