



UNIVERSITY OF THE PUNJAB

M.A./M.Sc. Part – I Annual Examination – 2020

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

Roll No.

Time: 3 Hrs. Marks: 100

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

- 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. What are the common reasons for restaurant failure. Explain.
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. 3** A. List recent world changes that affect the travel and tourism industry also summarize importance of interrelationships within the industry.
B: What is the role of academia for the sustainable tourism? Explain
- Q. 4** A. In what ways does beverages cost control differ from food cost control?
B. Why keeping up with customer preferences so important? Explain with example.
- 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 Define "Service" and summarize how service businesses differ from manufacturing businesses.
B. Describe casino hotels, and explain differences between the organization and management of casino hotels and other types of hotels
- Q.7** A What is meant by Green restaurants and discuss the Seven Point Categories required for Green Restaurant Certification?
B. What are techniques of moral reasoning? Explain
- Q. 8** A. Identify and discuss current labor trend and legislation affecting the travel and tourism industry
B: What questions should managers ask themselves to test whether they are making an ethical decision?



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Roll No.

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

Time: 3 Hrs. Marks: 100

**NOTE: Attempt any FIVE questions. All questions carry equal marks.
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- Q.1. a) What were the primary reasons for travel in ancient times?
b) Describe the development of industrial societies and its impact on travel?
- Q.2. a) Explain the role and responsibilities of legal and technical committee of IATA?
b) Describe the conditions of IATA controlled approval for travel agency?
- Q.3. a) Describe Tourism motivation? Explain importance of Motivation in Travel?
Write down four categories of travel motivators?
b) List down the major expansion of tourism in the field of Social & Technological changes & causes?
- Q.4. a) Describe Foreign Exchange Earnings.
b) Explain Tourism Income Multiplier (TIM)? Also describe the nature of Multiplier?
- Q.5. a) What is meant by Measurement of Tourism and what is the importance of Measurement?
b) Write definition of Tourist? And describe Domestic Tourism in detail?
- Q.6. a) Define the Travel agent and its scope of work?
b) List down in detail the primary functions of a Travel agent?
- Q.7. a) Define the Business travel and its categories?
b) Define the term of Event management and list down the types of events?
- Q.8. Explain the key terms:
- a) Commercial Hotels
 - b) Time sharing accommodations
 - c) Excursion fares
 - d) Miscellaneous charges order (MCO)



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M.A./M.Sc. Part – I Annual Examination – 2020

Roll No.

Subject: Tourism & Hospitality Management

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

Time: 3 Hrs. Marks: 100

**NOTE: Attempt any FIVE questions. All questions carry equal marks.
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- Q.1. a) What is process of communication, its objectives, also discuss non-verbal communication?
b) Discuss meta-communication and its check-points?
- Q.2. a) Define and explain paralanguage?
b) What is interview, discuss different purposes of the interview?
- Q.3. a) What is a business letter, discuss layout and style of business letter?
b) Why is letter not a cheap way of communication, also discuss favorable letter?
- Q.4. a) What are overhead and data projectors, and how are they used?
b) Discuss any 4 vocal qualities in speaking?
- Q.5. a) Discuss job application, its purpose, objective and lay-out?
b) How would you apply for job of Front Desk Officer in a 4-star hotel in Islamabad?
- Q.6. a) What are the different purposes of reading?
b) How to talk to people in "People Smart"?
- Q.7. a) Describe primary objective of program "People Smart"?
b) What is a persuasive letter and describe its parts?
- Q.8. a) Discuss the factors that influence the personality development?
b) What is report writing and its essential objectives?



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M.A./M.Sc. Part – I Annual Examination – 2020

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. Write down about different non-commercial operations in food & beverage?
B. How many types of service explain Russian service and English service?
- Q.2** A. Describe the food and beverage formal and informal setting?
B. What are the chief concerns of top managers, Middle Managers, Supervisors.
- Q.3** A. Describe the concept of Franchise and chain operations?
B. Write down the advantage and disadvantage of franchise?
- Q.4** A. How many types of food menus are there? Explain.
B. Describe the level of service in food and beverage management?
- Q.5** A. When you are receiving food inventory, which factors you should consider?
B. Write down procedure of HACCP?
- Q.6** A. Explain the classification of food service methods?
B. What are primary objectives of suggestive selling and upselling?
- Q.7** A. Why the implementation of HACCP principle is important?
B. Write down different methods of food production?
- Q.8** A. Write a note on Food Cost controlling and explain the main elements to eliminate food wastage?
B. Define:
1. Quick Service Restaurants
2. Cyclic Menu
3. FiFO
4. Food Borne Illnesses



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M.A./M.Sc. Part – I Annual Examination – 2020

Subject: Tourism & Hospitality Management
Paper: V / THM-308 (Human Resource Management)

Roll No.

Time: 3 Hrs. Marks: 100

**NOTE: Attempt any FIVE questions. All questions carry equal marks.
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- Q. 1** A. What are some of the key Human resource challenges in tourism and hospitality?
B. What are different methods hospitality managers can use to collect job analysis information?
- Q. 2** A. What is the difference between international and comparative HRM?
B. What are the advantages and disadvantages of external recruiting?
- Q. 3** A. In what ways might organizational and corporate culture be considered different?
B. How does general property orientation differs from specific job orientation?
- Q. 4** A. How can tourism and hospitality organizations use organizational culture to improve service quality?
B. When are case studies an appropriate training method?
- Q. 5** A. What are the characteristics of a strong internal labor market?
B. How does motivation relate to compensation?
- Q. 6** A. What are the major mandatory benefits that employers must provide their employees?
B. What approaches can tourism organizations use to increase flexibility of workforce?
- Q. 7** A. What are the four causes of employee stress?
B. What are three organizational causes of turnover problems?
- Q. 8** Key Terms (Answer briefly)
A. Bargaining in good faith
B. Social responsibility
C. Adverse Impact
D. Forced distribution



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M.A./M.Sc. Part – I Annual Examination – 2020

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

Roll No.

Time: 3 Hrs. Marks: 100

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

- Q. 1** A Define Heritage? How can we conserve the heritage sites of Pakistan?
B What is Islamic culture? How can we promote our own culture with the help of Tourism?
- Q. 2** A Write a note on Indus Valley Civilization?
B List down the *excavators* of the site of Harappa livelihood?
- Q. 3** A 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. 4** A Explain the role and impact of Arab traders in cultural Development of subcontinent also discusses the *Cultural heritage of Pakistan*?
B Discuss the developments of Mughal Empires, including their great work of art at Lahore fort, Hiran Minar and Shalimar?
- Q. 5** A What is TDCP stands for? Write down the Role of TDCP in tourism growth?
B What are the *developments made by British* before the independence of Pakistan?
- Q. 6** A Discuss Culture of Khyber Pakhtunkhaw (KPK) and Heritage sites in Peshawar?
B Discuss in detail Balouch Language and culture?
- Q. 7** A Why accommodation is a vital component in Tourism Industry?
B Does Accessibility play an important role in destination development explain?
- Q. 8** Briefly explain the following terms:
A: Attractions and Destination
B: Tourism Product and Attraction Product
C: Historic monuments
D: Tour Packages