



UNIVERSITY OF THE PUNJAB

M.A./M.Sc. Part – I Supply – 2020 & Annual – 2021

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.**

- Question 1:** A: Explain various ways hotels can be owned and operated, distinguish chain hotels from independent hotels, and explain how hotels can be categorized by price?
B: Summarize the beginning of cruise industry? And describe birth of modern cruising?
- Question 2:** A: Explain five essential things organizations can do to help them deliver good service?
B: What do approval and termination provisions of a management contract cover?
- Question 3:** A: List with detail five different ways of analyzing a menu.
B: Describe how hotels organize their sales department and what characteristics and quality must salesperson possess?
- Question 4:** A: Summarize background information about clubs; compare equity clubs with country clubs and discuss club expenses, control and technology?
B: Explain how a cruise ship is organized and managed and discuss the concept of flags on convenience?
- Question 5:** A: Summarize details regarding financing of a new hotel.
B: Describe Management and summarize the four traditional dominant service characteristics and how these have been modified by more contemporary approaches to service?
- Question 6:** A: How has technology transformed the way we live? What are the economic and social trends that are affecting travel and tourism?
B: Explain the six techniques of moral reasoning?
- Question 7:** A: What is meant by Green restaurants and discuss the Seven Point Categories required for Green-Restaurant-Certification?
B: Identify and discuss current labor trends and legislation affecting the hospitality industry?
- Question 8:** A: What are the reasons for franchisors to hold franchisees to strict standards? And what advantages does franchising offer to a franchisor.
B: Briefly Discuss
1. Galley
2. Undistributed Operation Expenses
3. Encroachment
4. Telepresence



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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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- Question #1:** A: Define the technical change in the tourism industry and describe how it's give boom to travel and tourism industry all over the world?
B: Describe how tourism play vital role in employment generation?
- Question #2:** A: Define attraction in tourism industry and describe the different type of attractions?
B: Explain the development of industrial societies & its impact on travel?
- Question # 3:** A: Describe aerial adventure sports tourism and write down any 3 example of aerial adventure tourism in detail?
B: List down the major expansion of tourism in the field of Social & Technological changes & causes?
- Question # 4:** A: Define IATA and its services in detail?
B: Explain Tourism Income Multiplier (TIM)? Also describe the nature of Multiplier?
- Question # 5:** A: Define cruise market in detail?
B: Write definition of Tourist? And describe Domestic Tourism in detail?
- Question #6:** A: Define the type of tour packages?
B: List down in detail the primary functions of a Travel agent?
- Question #7:** A: Why marketing is imported in tourism industry?
B: Define the term of *Event management* and list down the types of events?
- Question #8:** Explain the Key Terms:
A: Resort Hotels
B: Time sharing accommodations
C: Excursion fares
D: Miscellaneous charges order (MCO)



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Roll No.

Subject: Tourism & Hospitality Management

Time: 3 Hrs. Marks: 100

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

**NOTE: Attempt any FIVE questions. All questions carry equal marks.
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- Q1: A. Write down the ten aids to good listening.
B. Explain the different type of visual aids.
- Q2: A. What is difference between verbal and non-verbal communication?
B. Explain the barriers of communication.
- Q3: A. Describe the 7 Cs of business communication in detail.
B. Write the techniques of public speaking?
- Q4: A. Write the duties of officer and participants of official meeting before, during and after meeting. Write down the detailed note on visual aids.
B. What are the problems of telephonic communication?
- Q5: A. What is the business letter? Explain lay out and style.
B. Explain the tips to remember during interview.
- Q6: A. Explain the SQ3R method of reading in detail.
B. What is report writing? Explain in detail.
- Q7: A. Write a detailed note on Job interview.
B. Explain the different stages of message planning.
- Q8: Explain the following:
A. Define video conferencing and audio conferencing
B. What is group communication?
C. Write the use of overhead projector.
D. Name the different parts of speech.



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M.A./M.Sc. Part – I Supply – 2020 & Annual – 2021

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: What are some advantages & disadvantages of advertising in newspaper, magazine, Radio & television?
- Q. 2:** A: Write down about Contemporary diet concerns
- B: What service personnel typically work in food service operations? Give details
- Q. 3:** A: Write down common menu design mistakes
- B: How can nutrition play an important role in food service operations (both commercial and non-commercial)?
- 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?
- Q. 5:** A: Why is purchasing Important? Explain the main goals of purchasing program.
- B: What five operational components have a direct impact on kind of menu items an operation offers?
- 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: What is the main purpose of production planning?
- B: What is Nutrition? Explain the Six basic nutrients
- Q. 8:** Define the following terms:
1. Cycle Menu
 2. Physical inventory
 3. House brand
 4. Job specification



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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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- Question #1: A: How do affirmative action and equal employment opportunity laws differ?
B: What are different methods hospitality managers can use to collect job analysis information?
- Question #2: A: What are the advantages and disadvantages of internal recruiting?
B: What are the advantages and disadvantages of external recruiting?
- Question # 3: A: What are four basic rules to remember in preparing for interviews?
B: How does general property orientation differs from specific job orientation?
- Question # 4: A: Why is training referred to as a “cyclical process”?
B: When are case studies an appropriate training method?
- Question # 5: A: What are four types of common rating errors?
B: How does motivation relate to compensation?
- Question #6: A: What are the major mandatory benefits that employers must provide their employees?
B: When can an impasse be declared?
- Question #7: A: What are the four causes of employee stress?
B: What are three organizational causes of turnover problems?
- Question #8: Explain the Following
A: Bargaining in good faith
B: Social responsibility
C: Adverse Impact
D: Forced distribution



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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.

- Question #1:** A: Define the Muslim art and architecture?
B: List down the other most important sites of Indus civilizations, including Mansura and Debal?
- Question #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?
- Question # 3:** A: Discuss the philosophy and beliefs of Sikhism?
B: What do you know about British development in North Region?
- Question # 4:** A: Elaborate the ancient site of Mehrgarh and Mansura?
B: Explain the Character of Priest-King and Elaborate Seven-stranded Mohenjo-Daro necklace?
- Question # 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?
- Question #6:** A: Write down about Muslim Empire and its development in subcontinent?
B: Highlight the contribution of Islamic Countries Civilization to the universal Heritage?
- Question #7:** A: What is Tourism Planning? Explain Planning process?
B: What role tourist accommodation plays in tourism development?
- Question #8:** Briefly explain the following terms:
A: Role of Tour Operator
B: Destination Management
C: Communication Skills for Tourism Students
D: Cultural Festivals