



UNIVERSITY OF THE PUNJAB

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

Roll No.

Subject: Tourism & Hospitality Management
PAPER: I (Room Division Management)

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

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

- Q 1:** A: What are four general ways of classifying hotels? Why can hotel fit into more than one category?
B: What is world-class service? What personnel are employed in a world-class hotel? What is an executive floor?
- Q 2:** A: How do a hotel's goal relate to its mission statement and to departmental and divisional goals and strategies?
B: Describe front office operations? What are the three traditional front office work shifts? What variations on the traditional work week might a hotel adopt?
- Q 3:** A: how does the front office interact with the rest of the rooms division and the other main divisions in a full-service hotel?
B: Write down the job description of the front office manager and concierge personnel?
- Q 4:** A: What are the four most common front office software modules? How do they streamline front office record keeping? How does a general management module depend on the other three modules?
B: Explain front office communication with other departments of the hotel?
- Q 5:** A: What are the various types of security staffing? What are the advantages and disadvantages of each?
B: How do non-affiliate reservation networks differ from affiliate reservation networks? How do central reservation systems differ from intersell agencies?
- Q 6:** A: What are four methods of guest account settlement at checkout? How are they different from each other? What effect does each have on the guest ledger and city ledger?
B: How can reservation procedures for conferences, conventions and tour groups are made more efficient? What precautions should a reservation manager take before creating a group block?
- Q 7:** A: What are the functions of the front office audit process? How does each contribute to the efficiency of the front office accounting system?
B: how are the communications between the front office and the maintenance division handled? What are the functions of the front office log book and maintenance work orders?
- Q 8:** A: Define the followings
- Point-of-Sale (POS) system
 - Group attrition
 - Rev.PAG
 - Rev. PAR
 - Front of the house
 - Back of the house
 - Split folio
 - Compensatory damages
 - Allowance voucher
 - Transfer voucher
- B: What information is necessary to create a folio? How does the process differ in non-automated, semi automated, and fully automated front office record keeping systems?



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

Roll No.

Subject: Tourism & Hospitality Management
PAPER: II (Marketing and Advertising)

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

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

Question #1:

- A; One of the characteristic of services is intangibility. Explain with examples.
- B; In hospitality, what is relationship marketing.

Question #2:

- A: In promotion mix how do you compare push strategy with pull strategy?
- B: why a satisfied customer may not always prove to be a loyal customer?

Question #3:

- A: explain the role of internet as a marketing intermediary?
- B: what benefits a buyer enjoys using e-marketing?

Question #4:

- A: What is mass marketing, product variety marketing and target marketing?
- B: Define the basis of segmentations?

Question # 5:

- A: explain the three phases of customer interaction with the service delivery system?
- B: how is advertising seen as a powerful promotion tool?

Question # 6:

- A: what are the disadvantages of a franchise for a franchisor?
- B: what is building alliance in branding and how it helps marketers?

Question # 7:

- A: In hospitality industry what are facilitating products and augmented products?
- B: Explain the concept of customer coproduction?

Question #8:

- A: in hotel how would you manage capacity?
- B: how is demand managed in hospitality industry?



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Part-II A/2016
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Roll No.

Subject: Tourism & Hospitality Management
PAPER: III (Research Method and Techniques)

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

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

- Q 1:** A: Define Research. Explain the contents of research proposal? (10 marks)
B: Explain types of research on the basis of its application, objectivity and inquiry mode? (10 marks)
- Q 2:** A: Define research process? Explains steps involved in conducting research process. (10 marks)
B: write down the characteristic of hypothesis? (10 marks)
- Q 3:** A: Explain the types of variable with logical examples. (10 marks)
B: What are the considerations for selecting a research problem? (10 marks)
- Q 4:** A: What are the parts of research report? (10 marks)
B: Explain the experimental study designs? (10 marks)
- Q 5:** A: Define hypothesis. Explain its functions with examples. (10 marks)
B: What are the types and characteristics of research hypothesis? (10 marks)
- Q 6:** A: What is meant by research design? Explain its functions. (10 marks)
B: Explain probability sampling and its types with examples. (10 marks)
- Q 7:** A: Explain the methods of data collection. (10 marks)
B: Differentiate between retrospective, prospective and retrospective-prospective study design? (10 marks)
- Q 8:** **Define the following (20 marks)**
A: Feminist Research
B: Action Research
C: The recording of observation
D: Forms of Question.



UNIVERSITY OF THE PUNJAB

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

Roll No.

Subject: Tourism & Hospitality Management
PAPER: IV (Eco Tourism)

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

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

Question #1:

- A: Define the *Ecotourism*, as one of the economy impetus?
- B: Explain the importance of *Tourism attractions* as a fundamental element?

Question #2:

- A: Explain the new marketing technologies having a direct effect on the tourism distribution system?
- B: Differentiate between *Developed* and *Undeveloped* perception of the meaning constituting a variety of different tourism experiences.

Question # 3:

- A: Describe the *Protected areas* terminology used in different countries managed according to the environmental protection?
- B: Discuss role of ecotourism in regulating internal ecosystem structure and function?

Question # 4:

- A: Explain the *Tourism policy* developed by the government of British Columbia, Canada for the purpose of generating input on ecotourism?
- B: Describe the key role in achieving changes in the market regulation?

Question # 5:

- A: Discuss the fundamental difference between recreation and tourism lies in what might be referred to as the product mentality?
- B: Explain the professional relationship between Tourist and Destination in connection with Programmers?

Question #6:

- A: Discuss the development of an ecotourism philosophy, mission and goals in the context of human nature and the environment?
- B: Explain the *five* main components which are considered basic structure of program designing?

Question #7:

- A: Discuss the effort placed into planning required if it leads to program implementation?
- B: Explain a popular evaluative technique relevant to ecotourism evaluation by standards approach?

Question #8: Briefly explain the following terms:

- A: Travel agencies
- B: Adaptation
- C: Tour wholesalers
- D: Natural resources





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

Roll No.

Subject: Tourism & Hospitality Management
PAPER: V (Event Management)

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

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

Question #1:

- A; In case of a large event how would you manage crowd?.
- B; Explain the role of media as a major stakeholder of events.

Question #2:

- A: What are the 5 W's to ask in developing the event concept??
- B: Explain the marketing screen in evaluating the event concept?

Question #3:

- A: How does an event act as a catalyst for the expansion and improvement of destination area?
- B: What needs an event manager should be mindful of for the event spectators and participants?

Question #4:

Explain the physical and environmental impacts of events?

Question # 5:

- A: What benefits an event seeks out of sponsorship?
- B: How are some companies simply not suitable as sponsors?

Question # 6:

- A: How family and household influences event participation?
- B: describe push and pull motive, influencing event participation.

Question # 7:

- A: what are the motives for festival attendance that consistently emerge.
- B: One of the intangible aspect of events is perishability. Explain with example.?

Question #8:

Position an event in the mindset of the market is an important strategic decision. Event positioning can be achieved in at least 10 different ways. Explain any 5 with examples.



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Roll No.

Subject: Tourism & Hospitality Management
PAPER: VI (Hotel Management Accounting)

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

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

Question #1:

- A: what are Internal Controls for Food and Beverages Department?
B: What are Pay roll and related expenses? Also explain overtime pay?

Question #2:

- A: Explain Financial reporting centers in detail?
B: Define and explain types of Revenue Centers?

Question # 3:

- A: What are Financial Statements of Hotel? Explain Each
B: What is the investing Section and its purpose on the statement of cash flow

Question # 4:

- A: What are Intangible assets? Why these are important.
B: What are variable and semi variable expenses? Give examples

Question # 5:

- A: what are profitability ratios? Calculate profit margin ratio if income is Rs 87,377 and net sales are Rs 518,170, also interpret your results
B: What is capital budget and operations budget

Question #6:

- A: What professional standards should be used in audit
B: What is breakeven point , compute breakeven point using following data Fixed costs 14,000Rs and variable cost percentage 60%?

Question #7:

- A: What is working capital and what is importance of adequate working capital?
B: Differentiate between Income Statement and Balance sheet.

Question #8: Write a note on

- B: lessee and lessor
C: what are investing activities
D: budget variance