



# UNIVERSITY OF THE PUNJAB

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

Roll No. ....

Subject: Tourism & Hospitality Management  
Paper: I / THM-401 (Room Division Management)

Time: 3 Hrs. Marks: 100

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

**Question # 1**

- A- What is service? What personnel are employed in world class hotel?
- B- What are some distinctions resorts hotel and commercial hotels?

**Question # 2**

- A- Draw an organization chart of full service hotel with short brief.
- B- Classify functional areas and Revenue centers of a hotel?

**Question # 3**

- A- Explain gussets cycles? What activities are involved in the four stages of traditional gussets cycle?
- B- Briefly explain.
  - 1- Support Center      2- back of the house
  - 3- Job specification    4- Organization chart

**P.T.O.**

**Question # 4**

- A- What are the major types of reservations? What guest information is necessary for a reservation?
- B- What are the popular reservation management reports?

**Question # 5**

- A- What are the seven steps of the registration process?
- B- Write some examples of special room rates?

**Question # 6**

- A- What are the guidelines for handling complains?
- B- Explain.
  - 1- Cancellation number
  - 2- Central reservation system
  - 3- Free Independent traveler
  - 4- Non Guaranteed Reservation

**Question # 7**

- A- What guest information is necessary for a reservations agent of guarantee a reservation?
- B- What is a point of sale? What is the basic front office counting formula?

**Question # 8**

- A- What are the two basic purpose of front office audit? Why it is generally performed at night?
- B- Explain
  - 1- Information Directory
  - 2- Master folio
  - 3- Transaction file
  - 4- Overstay



# UNIVERSITY OF THE PUNJAB

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

Roll No. ....

Subject: Tourism & Hospitality Management  
Paper: II / THM-403 (Marketing and Advertising)

Time: 3 Hrs. Marks: 100

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

- Q#1 –A      What are some trends shaping the future of Hospitality Marketing & Sales?
- Q#1 –B      Explain steps involved in process of marketing communication in detail.
- Q#2 –A      What is Revenue Management? Explain with example of Hotel Revenue Centers.
- Q#2 –B      What are the functions of advertising? Discuss AIDA model briefly.
- Q#3 –A      What do you understand by target audience? Discuss ethical issues of advertising
- Q#3 –B      What are the five steps of telephone appointment call?
- Q#4 –A      What are the main responsibilities of Director of Sales?
- Q#4 –B      What are the main characters of a Sales Person?

**P.T.O.**

Q#5 -A What are the major steps of training a sales person?

Q#5 -B What are the five distinct groups of frequent business traveler?

Q#6 -A What are three types of tours commonly taken by group leisure travelers?

Q#6 -B What are the telephone communication skills?

Q#7 -A What is Corporation? Types of Corporations & meetings?

Q#7 -B Write down the trends affecting the food & beverage industry today?

Q#8 Explain the Following Terms

- a) Buzz Marketing
- b) Employee Empowerment
- c) Central Reservations Systems
- d) Key Account Management



# UNIVERSITY OF THE PUNJAB

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

Subject: Tourism & Hospitality Management  
Paper: III / THM-405 (Research Method and Techniques)

Roll No. ....

Time: 3 Hrs. Marks: 100

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

**Question# 1**

- A: What are the different sources of data and their relative importance?  
B: In consideration of qualitative variables, how we use them by elements. Explain with suitable example

**Question# 2**

- A: Differentiate between case study and descriptive study with suitable example.  
B: Explain retrospective, prospective and retrospective-prospective study designs.

**Question# 3**

- A: Write in detail the steps in formulation of a research problem?  
B: Briefly explain the methods for searching existing literature

**P.T.O.**

**Question# 4**

A: Explain functions of attitudinal scales and difficulties in developing it?

B: Discuss the concept of reliability of a research tool and methods to determine its reliability?

**Question# 5**

A: Define variable and explain its types from view point of causation

B: Differentiate between nominal and ordinal scale

**Question# 6**

A: Define hypothesis and explain functions of hypothesis.

B: Explain hypothesis of difference and hypothesis of point-prevalence

**Question# 7**

A: What do you understand by internal validity? Explain

B: Discuss in detail, those factors which effect internal validity.

**Question# 8**

A: Write down different steps of Research Proposal.

B: What are directional and non-directional hypothesis?



# UNIVERSITY OF THE PUNJAB

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

Subject: Tourism & Hospitality Management  
Paper: IV / THM-408 (Eco Tourism)

Roll No. ....

Time: 3 Hrs. Marks: 100

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

**Question # 1:**

- A: Why is it important for ecotourism managers and marketers to undertake market segmentations?
- B: Elaborate the importance of tourism attractions as fundamental element of tourist experience.

**Question # 2:**

- A: What factors might account for the apparent trend of feminisation in ecotourism ?
- B: What are the implementations of this trend for the ecotourism industry?

**Question #3:**

- A: What arguments can be made for the use of extensively modified environments as ecotourism venues?
- B: In Butler sequence, lifecycle of a destination is explained with reference to carrying capacity. Elaborate and also tell what happened in Maldives when its carrying capacity was exceeded?

**P.T.O.**

**Question # 4:**

- A: Which factors hinder the development of soft and hard ecotourism in Pakistan?
- B: What are the codes of conduct for Eco Friendly Tourist?

**Question # 5:**

- A: Discuss how park management has evolved over time? And also what do you know about zoning in national parks in Canada?
- B: What is biodiversity, and how can ecotourism be an effective agent in biodiversity conservation?

**Question # 6:**

- A: Why does the term 'ecotourism' provoke a cynical reaction from many people?
- B: What can the ecotourism industry do to reduce this cynicism?

**Question # 7:**

- A: Explain the reason stated by De Graaf as to why conduct needs assessment?
- B: What is the difference between accreditation and certification? Also enumerate advantages and disadvantages of accreditation.

**Question # 8:**

- A: What are the benefits of Eco guide program? And what are six stages of sustainable tour guiding?
- B: What factors are likely to influence whether the ecological impact of ecotourism is positive or negative?





# UNIVERSITY OF THE PUNJAB

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

Subject: Tourism & Hospitality Management  
Paper: V / THM-409 (Event Management)

Roll No. ....  
Time: 3 Hrs. Marks: 100

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

**Question #1:**

- A: Describe some examples of events whose needs have been perceived. How would you resolve these conflicts.
- B: What is the classification of events according to their size?

**Question #2:**

- A: Why are special events created and what purpose do they serve in society
- B: What are the important features for an event proposal?

**Question # 3:**

- A: Why have special events emerged so strongly in recent years.
- B: Identify ways in which risk can be minimized.

**Question # 4:**

- A: Create a list of attributes and skills event managers require.
- B: Identify the bodies from whom the approval is required to stage a public event?

**P.T.O.**

**Question # 5:**

- A: Who are the most important stakeholder in an event and why?
- B: What do you mean by tangibility and intangibility in event marketing in a conference?

**Question #6:**

- A: What are the means by which an event creates and emotional relationship between host and guest.
- B: Explain the important considerations for financial management of an event.

**Question #7:**

- A: What are the main purposes of events? Explain various themes of events with suitable examples?
- B: Explain the importance of venue for an event? What are the main considerations for choosing a venue

**Question #8: Key Terms, *Explain***

- A: Stage Events
- B: Emergency Response Plan
- C: Run Sheet
- D: Protocols for Guest Speaker



# UNIVERSITY OF THE PUNJAB

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

Roll No. ....

Subject: Tourism & Hospitality Management  
Paper: VI / THM-411 (Hotel Management Accounting)

Time: 3 Hrs. Marks: 100

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

## Question# 1

- A: What is the concept of Management Accounting?  
B: What is included in the Cost of Food Sales account? Do these items increase or decrease cost of food sold?

## Question# 2

- A: What are the causes of the excess working capital?  
B: What is the purpose of supporting schedules? Name some of these.

## Question# 3

- A: Define preopening expenses, organizational cost and what do you mean by Covenant not to compete?  
B: What is the difference between quantitative and qualitative factors in financial decision making ?

## Question# 4

- A: What are the types of Assets?

**P.T.O.**

B: Compute the gross profit from the following information Sales \$80,000, Sales allowances \$2000, Cost of sales \$ 12,000 and all other expenses \$ 30,000

**Question# 5**

A: Compute the regular pay, overtime pay and the gross pay for an employee who worked 56 hours this week. The employee hourly rate is \$8.3. The state overtime provisions apply to any hours worked over 50 in a week.

B: What is the statement of income and retained earnings?

**Question# 6**

A: What are three common time-factor depreciation methods?

B: What is the purpose and scope of an audit?

**Question# 7**

A: What are prime costs and covers?

B: What is the concept of Responsibility Accounting?

**Question# 8**

Explain Key Terms

A: Unearned revenue

B: Business Segmentation

C: Liquidity Ratio

D: Lockbox system