



UNIVERSITY OF THE PUNJAB

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

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

- What is a "green hotel? Why are hotels interested in being green?
- What are some distinctions between resorts hotel and commercial hotels?

Question # 2

- What is the purpose of hotels' mission statement? What are the three groups of people whose interests should be addressed in a hotel mission statement?
- What are the three tradition front office work shifts? What variations on the traditional workweek might a hotel adopt?

Question # 3

- What are the four most common front office software modules? How do they streamline front office record keeping?
- What is upselling? When is it appropriate? What are some things a hotel can do to upsell a guest?

Question # 4

- What are four major types of guest complaints? Which is most common? What are some general approaches to handling guest complaints?
- What is the purpose of an account? How are transactions recorded in an account? How are guest accounts and non-guest accounts different?

Question # 5

- What are four methods of guest account settlement at check-out? How are they different from each other? What effect does each have on the guest ledger and city ledger?
- What are the uses of guest histories? How can the front office construct a guest history file?

Question # 6

- What are the two basic purpose of front office audit? Why it is generally performed at night? What is the definition of the term End of Day?
- What are the three kinds of maintenance activities? Briefly explain.

Question # 7

- What is world-class service? What personnel are employed in a world-class hotel? What is an executive floor?
- What is a unique advantage of an independent hotel? How might independent hotels be at a disadvantages?

Question # 8

Explain the following:

- Performance standards
- Transaction file
- Housekeeping status report
- Compensatory damage



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

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.
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Question # 1

- a) What are some trends shaping the future of Hospitality Marketing and sales?
- b) What are the five management functions typically inherent in the position of director of marketing?

Question # 2

- a) What are the five steps involved in developing a marketing plan?
- b) What three analyses make up a marketing audit, and what are the objectives of each?

Question # 3

- a) What are nine characteristics common to successful salespeople, and what training tools are used to develop salespeople to their full potential?
- b) What is corporation? Discuss different types of corporate meetings & their characteristics of each?

Question # 4

- a) What are the five basic steps of a presentation sales call?
- b) What are the elements of a sales call opening? Briefly explain

Question # 5

- a) What are types of outgoing calls? Briefly explain
- b) What are the five steps of a telephone appointment call?

Question # 6

- a) What is "internal merchandising"? how and where can internal merchandising be used to build sales?
- b) What types of media are available for print advertising, and what are the advantages and disadvantages of each?

Question # 7

- a) How does leisure travel differ from business travel? What are its benefits to hospitality properties?
- b) What are some types of individual leisure travelers? Discuss in detail

Question # 8

Explain the following:

1. Neighborhood marketing
2. Foreign independent travel
3. Property fact book
4. Channel management



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

Roll No.

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

Time: 3 Hrs. Marks: 100

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

Question # 1

- Social exchange theory is by far one of the most used in Hospitality and Tourism Research Why?
- Compare and contrast any two research instruments commonly used by Tourism Researchers.

Question # 2

- Explain briefly structured and unstructured approaches used in research also identify to which type of research these belong to?
- Write down the steps in conducting research study?

Question # 3

- What is research problem? Write in detail the steps in formulation of a research problem?
- Briefly explain the information included in the contents of research proposal?

Question # 4

- Write down the advantage & disadvantage of a questionnaire.
- Write down some considerations in formulating questions.

Question # 5

- What is research design and functions of research design?
- What are the two major approaches of data collection and how data is collected using these approaches?

Question # 6

- What are the problems associated with observation when used as data collection method?
- What is validity? Explain with suitable Example

Question # 7

- What are close ended questions? Explain in detail.
- What are Dichotomous variables? Explain.

Question # 8

- Define hypothesis and types of hypothesis.
- Define research and explain characteristics of research.



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

Roll No.

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

Time: 3 Hrs. Marks: 100

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

Question # 1

- How can the relationship between mass tourism, alternative tourism and sustainable tourism be conceptualized in one framework?
- What are the basic differences between mass tourism & alternative tourism?

Question # 2

- Trace the roots of Ecotourism from when it first appeared in research literature and reality till recent times.
- Establish the link between ecotourism & nature based tourism.

Question # 3

- Discuss ways in which the tourism industry can have a transforming and dislocating impact on the social fabric of host communities.
- How is tourism leaving a footprint through ecological impacts on a destination?

Question # 4

- How do alternative forms of tourism, like ecotourism, act as better options in helping to diminish leakage in an economy?
- What do the travel cost method and contingent valuation method allow economists to do? And why are these important?

Question # 5

- What is a natural resource, and why are natural resources so important to the ecotourism industry?
- Discuss the differences which exist between conservation perspectives based on efficient use, spirituality and harmony.

Question # 6

- What is community development, and how is it that such a focus allows for a stronger element of control in the development of ecotourism?
- List five different governance models that may be used to better understand how ecotourism is planned and managed?

Question # 7

- State some of the professional responsibilities that eco tour guides have in the development of ethical ecotourism practices.
- How do eco lodges differ from traditional tourism lodges (or hotels)?

Question # 8

Explain the Following:

- Civil society.
- Contextual control & self-regulation
- Planning ecotourism program
- Satisfaction & profit



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

Roll No.

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

Time: 3 Hrs. Marks: 100

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

Question #1:

- a) Explain events. What are the unique characteristics of an event?
- b) What are the main classifications of events according to their size?

Question #2:

- a) How to prepare the purpose statement of an event?
- b) What are the important features for an event proposal?

Question #3:

- a) Explain the feasibility of an event concept?
- b) What are ways in which risk can be minimized during an event?

Question #4:

- a) What are the basic principles of major acts and regulations relevant to an event management?
- b) Define Emergency Response Plan of an event.

Question #5:

- a) Name the main bodies from whom the approval is required to stage a public event?
- b) Explain the processes of event marketing?

Question #6:

- a) In an event of a conference, how you explain the tangibility and intangibility of event marketing?
- b) What are the basic elements in a promotional strategy of an event?

Question #7:

- a) Discuss the important considerations for financial management of an event.
- b) What are the main elements of events? Explain various themes of events with suitable examples?

Question #8:

- a) Define Break-Even Point. How to calculate this for an event company?
- b) Explain the importance of selection of venue for an event? What are the main considerations for choosing a suitable venue?



UNIVERSITY OF THE PUNJAB

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

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.
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Question# 1

- What are the two major methods of recording invoices and treating cash discounts?
- Define preopening expenses, organizational cost and what do you mean by Covenant not to compete?

Question# 2

- Which revenue book keeping account is used to record complimentary room provided to a guest?
- What is the concept of Responsibility Accounting?

Question# 3

- What is the importance of Financial Reports in accounting?
- What are the financial components of a hotel income statement?

Question# 4

- What does liquidity ratio show about the financial position of a hotel?
- What is the concept of Management Accounts and Cost Accounts?

Question# 5

- What are three common time-factor depreciation methods?
- What is the purpose and scope of an audit?

Question# 6

- Compute the regular pay, overtime pay and the gross pay for an employee who worked 98 hours this week. The employee hourly rate is \$16.30. The state overtime provisions apply to any hours worked over 40 in a week.
- What are the two methods of computing overtime pay? Describe how each method calculates overtime pay?

Question# 7

- What are the advantages and limitations of ratio analysis?
- What kind of transactions would be recorded in the financing activities section of the SCF?

Question# 8

Explain Key Terms

- Earned revenue
- Business Segmentation
- Absolute Liquidity Ratio
- Lockbox system