



UNIVERSITY OF THE PUNJAB

Part-I A/2018
Examination:- M.A./M.Sc.

Roll No.

Subject: Tourism & Hospitality Management
PAPER: I (Introduction to Hospitality and Tourism)

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

Note:

1. Attempt any (5) Questions out of (8) questions
 2. Each question carries equal marks. (20) Each
 3. Overwriting and cutting are not allowed
- *****

- Q 1: A: List restaurant industry segments and describe eating and drinking places?
B: List and describe type of meetings typically held in lodging facilities?
- Q 2: A: What are some ways that travel and tourism industry can affect local communities?
B: Senior housing can consist of what type of units or facilities? Provide details of each type.
- Q 3: A: Explain how a cruise ship is organized and managed?
B: What are job responsibilities of Croupiers, Floor people and Pit Bosses in casinos?
- Q 4: A: Discuss Quality management?
B: Summarize four basic strategies of effective leaders?
- Q 5: A: What are the components of strategic service vision and how do they help businesses deliver food service?
B: How has technology transformed the way we live? What are the economic and social trends that are affecting travel and tourism?
- Q 6: A: Discuss the four P's of marketing in detail?
B: what are some typical ethical dilemmas that hospitality managers face?
- Q 7: A: What are three common reasons for failure of restaurants?
B: Describe the following:
i) Timeshare condominiums and their working
ii) Services offered by Suburban Hotels
- Q 8: A: What is the logical planning sequence for responsible tourism development?
B: Briefly Discuss
1. Hold Percentage in Casinos
2. Comparison of Equity Clubs with Corporate clubs

UNIVERSITY OF THE PUNJAB



Part-I A/2018
Examination:- M.A./M.Sc.

Roll No.

Subject: Tourism & Hospitality Management
PAPER: II (Tour Operation)

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions out of EIGHT questions. Each question carries equal marks (20). Overwriting and cutting are not allowed. Divide proper time for each question.

Question #1:

- A: Describe the World Geographical resources for Tourism? And also explain main geographical features which attract travelers to them?
- B: Discuss the importance of statistical measurement in tourism?

Question #2:

- A: Explain the *four* basic components of tourism industry?
- B: Define the travel geography, its *four* main principal regions?

Question # 3:

- A: Explain the tourism marketing mix?
- B: Define the advertising and its advantages?

Question # 4:

- A: Elaborate the various steps of advertising planning and effectiveness?
- B: List down the two main areas of advertising techniques?

Question # 5:

- A: Explain the role and responsibilities of legal and technical committee of IATA?
- B: Describe the conditions of IATA controlled approval for travel agency?

Question # 6:

- A: List down the various steps and techniques of public relations?
- B: Explain the media activities and its types?

Question #7:

- A: Define carrying capacity and its various types?
- B: Define sustainability, with the help of *Macro* and *Micro* level?

Question #8: explain the key terms:

- A: Travel Agent
- B: Tourist
- C: Incentive travel
- D: interline legal fares



UNIVERSITY OF THE PUNJAB

Part-I A/2018
Examination:- M.A./M.Sc.

Roll No.

Subject: Tourism & Hospitality Management
PAPER: III (Communication Skills and Personality Development)

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions out of EIGHT questions. Each question carries equal marks (20 each). Overwriting and cutting are not allowed.

- Q 1: A: What do you understand by barriers to communication, define any 4 such barriers?
B: Define Paralanguage?
- Q 2: A: Explain basic speaking skills with special reference to personal qualities?
B: How listening can be improved ?
- Q 3: A: What is a Neutral Letter, give few examples of a neutral letter?
B: What is Kinesis, explain in details with special emphasis on factors helping it?
- Q 4: A: What is a CV, discuss its structure and order, also express importance of covering letter?
B: What is SQ3R method of reading?
- Q 5: A: Define and explain persuasive letters, its parts and also give examples?
B: How would you plan a letter?
- Q 6: A: What are the principles of criticizing people?
B: How to talk to people using "People Smart Approach"?
- Q 7: A: Define Scanning?
B: How to make peoples mind – "Peoples Smart"?
- Q 8: Write short notes on
A: How Head Nods help in communication?
B: Define and explain Proximity?
C: What are Visual signals?

UNIVERSITY OF THE PUNJAB



Part-I A/2018
Examination:- M.A./M.Sc.

Roll No.

Subject: Tourism & Hospitality Management
PAPER: IV (Food and Beverage Management)

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions out of EIGHT questions. Each question carries equal marks (20 each). Overwriting and cutting are not allowed.

Question Number 1:

- A: What are some non commercial operations?
B: Discuss perceptions and misconceptions of food service industry?

Question Number 2:

- A: What two categories of people are interacted by food service managers? Explain each category in detail
B: What are the chief concerns of top managers? Middle Managers? Supervisors?

Question Number 3:

- A: Write down about managerial responsibilities and relationships?
B: What are the ways that lead to nutrients loss while storage? And preparation of food? How can these be prevented?

Question Number 4:

- A: Explain are the basic rules followed during menu planning?
B: What are specialty menus? Give details with example

Question Number 5:

- A: What are the six steps of the receiving process?
B: Discuss the benefits of technology's use in production of food and beverages?

Question Number 6:

- A: Explain different types of service.
B: What are primary objectives of suggestive selling and upselling? and how can each these techniques help food service managers?

Question Number 7:

- A: What are some Management's role in Sanitation & Safety program?
B: What are some environmental or green construction strategies that will help restaurants address sustainability concerns?

Question Number 8:

- A: Complete Balance column on the following perpetual inventory form:

Date	In	Out	Balance
Beginning Inventory	-	-	12
14/06	3	2	
15/06	-	3	
16/06	4	3	
17/06	-	5	
18/06	7	4	

B: Define:

1. Portion Cost
2. California Menu
3. Moment of Truth
4. Empowerment



UNIVERSITY OF THE PUNJAB

Part-I A/2018
Examination:- M.A./M.Sc.

Roll No.

Subject: Tourism & Hospitality Management
PAPER: V (Human Resource Management)

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions out of EIGHT questions. Each question carries equal marks. i.e. (20 each). Overwriting and cutting are not allowed.

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: Key Terms (Answer briefly)

- A: Bargaining in good faith
B: Social responsibility
C: Adverse Impact
D: Forced distribution



UNIVERSITY OF THE PUNJAB

Part-I A/2018
Examination:- M.A./M.Sc.

Roll No.

Subject: Tourism & Hospitality Management
PAPER: VI (Heritage and Visitor Attraction)

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

NOTE: *Attempt any FIVE questions out of EIGHT questions. Each question carries equal marks (20 each). Overwriting and cutting are not allowed.*

- Q. 1 A). Define the culture and heritage? Explain the different types of culture of Pakistan.
B). Describe the Islamic traditions and its understanding with Islamic festivals.
- Q. 2 A). Elaborate the ancient culture of Gandhara Civilization.
B). Explain the culture found during the excavation of Indus Civilization?
- Q. 3 A). Describe the Philosophy and belief of Budhim.
B). Write down the name and brief history of Sikh religious sites in Pakistan.
- Q. 4 A). List down the world heritage sites of Pakistan and briefly explain the tangible heritage.
B). How do UNESCO helps in the conservation and preservation of heritage sites.
- Q. 5 A). Discuss the preservation done by Walled city of Lahore Authority (WCLA) including their great work in the renovation of Royal Trail.
B). Mention and briefly explain the heritage monuments of Lahore Fort.
- Q. 6 A). How does British effects the Badshahi Mosque before the independence of Pakistan?
B). Write down the role of UNWTO and UNESCO for the development of Tourism.
- Q. 7 A). Discuss the culture of Khyber Pakhtunkhaw (KPK) and mention heritage sites in Peshawar
B). Distinguish, How we can develop and promote the tourist destinations in Pakistan?
- Q. 8 A). What are the main purpose of Tourism Development corporation (TDCP) and how do they help tourism promotion in Punjab?
B). Develop a marketing plan for a new tourist attraction.