



# UNIVERSITY OF THE PUNJAB

Part-II A/2018  
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.**

Question # 1:

- A- What are four general ways of classifying hotels? Why can hotels fit into more than one category?
- B- Why are internet blogging and social networks of interest to the hospitality industry?

Question # 2:

- A- Explain what a mission is and describe how goals strategies and tactics are used to accomplish a hotels mission?
- B- What are the four most common front office software modules? How does a general management module depend on the other three modules?

Question # 3:

- A- Explain guest cycles? What activities are involved in the four stages of traditional gussets cycle?
- B- Briefly explain any two distribution channels for reservations

Question # 4:

- A- What are the major types of reservations? What guest information is necessary for a reservation?
- B- What is upselling? When is it appropriate? What are something a hotel can do to upsell a guest?

Question # 5:

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

Question # 6:

- A- What are the guidelines for handling complains? What are 3 main types of request guest make at the front desk?
- B- Briefly explain any Four?
  - 1- Guest folio                      2- Guset history file      3- House limit
  - 4- Late charge                    5- Organization chart    6- Voucher

Question # 7:

- A- What are the various types of security staffing? What are the advantages and disadvantages of each?
- B- What is a point of sale? What is the basic front office counting formula?

Question # 8:

- A- What are the Advantages and disadvantages of internal recruiting and external recruiting?
- B- Explain any four the following?
  - 1- Average Daily Rate.    2- RevPAG            3- Occupancy Percentage    4- Overstay
  - 5- Understay                6- Yield statistics



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

Roll No. ....

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

**TIME ALLOWED: 3 hrs.**  
**MAX. MARKS: 100**

## INSTRUCTION

1. Read the questions carefully before answering
2. Divide proper time for each question.
3. Overwriting and cutting are not allowed.
4. Attempt any 5 Questions out of 8 questions.
5. Each question carry equal marks 20.

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- Q#1 -A Define Sales & Marketing ?
- Q#1 -B What is the base of preparation of a Marketing Mix ?
- Q#2 -A Define Peak, Valley and Shoulder periods of Business?
- Q#2 -B What is the role of Director of Sales in whole Sales process?
- Q#3 -A What is Market Share?
- Q#3 -B What Fair share?
- Q#4 -A What is the method of monitoring a Marketing plan?
- Q#4 -B What is the importance of Positioning a property?
- Q#5 -A What is corporation? Write down different types of corporate meetings
- Q#5 -B What is Association? Write down 3 types of association
- Q#6 -A What are the main essentials of Sales Kit?
- Q#6 -B What are the steps involving in an objection handling situation?
- Q#7 -A What is internal Marketing?
- Q#7 -B Write down general categories of individual leisure travelers?
- Q#8 -A compare the push strategy with pull when same product is to be marketed by different intermediaries?
- Q#8 -B
- What is
- a. market penetration pricing.
  - b. Psychological pricing



# UNIVERSITY OF THE PUNJAB

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

Roll No. ....

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

**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

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- Q 1: A: Define Research. How would you select objectives?  
B: Which are the key points in designing a study proposal?
- Q 2: A: Why literature review is primary step, highlight?  
B: What is meant by quantitative research? Write down its positives and negatives.
- Q 3: A: Define research problem. How would you decide on conducting or not conducting research.  
B: What are the considerations for selecting a research problem?
- Q 4: A: Differentiate between a concept and variable.  
B: Discuss types of hypotheses.
- Q 5: A: What are the parts of research report?  
B: Explain type – I and type – II errors in research.
- Q 6: A: Explain the methods of data collection.  
B: Give a comparison of different sampling techniques.
- Q 7: A: Define validity. Explain the importance of validity  
B: Why conclusion is an integral part of research report and what contents should it include?
- Q 8: Describe the under given:  
A: Ladder of abstraction  
B: Errors in surveys  
C: Cross Sectional & Longitudinal Studies  
D: Reliability



# UNIVERSITY OF THE PUNJAB

Part-II A/2018  
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.**

- Q:1 A: Tourism is an important segment of a country's economy in modern world, explain how?  
B: Explain the key elements that tourist rely upon within a destination?
- Q 2: A: Explain the comparison between *Mass & Alternative* Tourism?  
B: Discuss *Adventure Tourism* in detail.
- Q 3: A: Explore the impact of *Mass and Alternative* on *Sustainability of Tourism*?  
B: What criteria should be applied to an activity for being considered as *Ecotourism*?
- Q 4: A: Define the *Wildlife tourism* and categories the *Wildlife product* as placed by *Reynolds* and *Braithwaite*?  
B: Explain the *Cultural Ecotourism*?
- Q 5: A: What are the advantages and disadvantages of *ACE tourism* in providing the means by which to differentiate between *Cultural tourism, Adventure tourism* and *Ecotourism*?  
B: Enumerate Social impact of tourism assessed by *Doxey* toward the tourism industry?
- Q 6: A: List down the number of key points which may be used as indicators or determinants of impact identified by *Ryan*?  
B: Explain the *Ecological impact* on environmental issues in tourism industry?
- Q 7: A: Explain the *Development theory* which explores the economic and psychological link between different countries?  
B: Define the *Core-periphery concept* along with thoughts and factors contributed by *Fennell*?
- Q 8: Explain the followings:  
A: Accommodation      B: Attraction  
C: Sight seeing        D: Tourism



# UNIVERSITY OF THE PUNJAB

Part-II A/2018  
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.**

- Q#1 -A What is the difference between Regional event and a major event ?
- Q#1 -B What are the steps involving in designing of an event ?
- Q#2 -A Explain Tear Down process?
- Q#2 -B What is the importance of sponsor ship of an event?
- Q#3 -A How can we make a profit & loss sheet of an event?
- Q#3 -B How can we manage the risks & hazards?
- Q#4 -A What is the difference between Shift Routine & Specific tasks?
- Q#4 -B What is the importance of leadership? /
- Q#5 -A How the emergency procedures should be implemented?
- Q#5 -B What is the local Govt. act & Regulation which might effects the Event?
- Q#6 -A What are the main rights of employees in terms of Event Mgmt. company?
- Q#6 -B What is the process of reporting the Incident happened during the event?
- Q#7 -A What are the steps of improving communication skills? /
- Q#7 -B Define the Role of an event manager in detail ? /

**Q # 8 Define the following:**

Protocol for Speakers

Symbols of Japanese wedding

Rules of flag flying

People Management

Safety Steps of Electrical Eqp.



# UNIVERSITY OF THE PUNJAB

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

Roll No. ....

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

**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

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**Question# 1**

A: How are the terms direct expense and indirect expense defined?

B: What is the major difference between the allowance method and the direct write off method in terms of when a bad debt is recorded?

**Question# 2**

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

B: What is the contribution margin percentage and how is it computed?

**Question# 3**

A: Define preopening expenses, organizational cost and what do you mean by Covenant not to compete?

B: What is an imprest system?

**Question# 4**

A: What are prime costs and covers?

B: Compute the gross profit from the following information

Sales \$90,000, Sales allowances \$1000, Cost of sales \$ 24,000 and all other expenses \$ 60,000

**Question# 5**

A: Compute the regular pay, overtime pay and the gross pay for an employee who worked 49 hours this week. The employee hourly rate is \$8.15. The state overtime provisions apply to any hours worked over 40 in a week.

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

**Question# 6**

A: What is the importance of the adequate working capital?

B: What are the advantages and disadvantages of being a franchisee?

**Question# 7**

A: What is the definition of current assets? List five current assets in descending order of liquidity?

B: What kind of transactions would be recorded in the financing activities section of the SCF?

**Question# 8**

**Define the following Key Terms**

A: Contingent Liability

B: MACRS

C: Fixed expenses in hospitality industry

D: Occupancy Percentage of a Hotel