



UNIVERSITY OF THE PUNJAB

M.A./M.Sc. Part – II Annual Examination – 2022

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.**

- Q # 1: A. What are three chief categories of travelers, in terms of the purpose of for travelling?
- B. Write down about airport hotel, Residential hotels and casino hotels? What type of special services they provide
- Q # 2: A. Write down basic telecommunication equipment that hotel use explain?
- B. What is basic different between job description and job specification explain?
- Q # 3: A. What are the common components of the Reservation agent's sale process?
- B. Briefly explain any two distribution channels for reservations?
- Q # 4: A. What are the advantages of preregistering guest? What major methods of payment do guest use? What are some creative registration options?
- B. What is upselling? When is it appropriate? What are something a hotel can do to upsell a guest?
- Q # 5: A. What are the seven steps of the registration process?
- B. What are some examples of special room rates?
- Q # 6: A. Write down Front office basic activities in detail?
- B. What are the revenue centers and support centers of the hotel?
- Q # 7: A. What are the main areas of vulnerability that creates security problems for a hotel? Should security guard be armed explain briefly?
- B. How can we classify a transaction within the front office accounting system?
- Q # 8: Explain any four the following?
1. Mission statement
 2. Job sharing
 3. Revenue center
 4. PBX



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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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- Q#1 A What are trends shaping the future of Hospitality Marketing & Sales?
B What is Niche Marketing & Branding?
- Q#2 A What is Revenue Management?
B Write down the steps of marketing Plan?
- Q#3 A Write down the several types of personal sales call?
B What are the five steps of telephone appointment call?
- Q#4 A What are the main responsibilities of Director of Sales?
B What are the main characters of a Sales Person?
- Q#5 A What are the major steps of training a sales person?
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?
B What are the telephone communication skills?
- Q#7 A What is Corporation? Types of corporations & meetings?
B Write down the trends affecting the food & beverage industry today?
- Q#8 Define the following Key Terms
1. Buzz Marketing
 2. Employee Empowerment
 3. Central Reservations Systems
 4. Market Segmentation



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Paper: III / THM-405 (Research Method and Techniques)

Time: 3 Hrs. Marks: 100

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

- Q# 1** A: Briefly explain Research and its types with respect to objectives?
B: Briefly describe the steps in conducting a research study?
- Q# 2** A: Discuss various procedures for reviewing the literature in a research study?
B: Explain retrospective, prospective and retrospective-prospective study designs.
- Q# 3** A: Write in detail the steps in formulation of a research problem?
B: Briefly explain the methods for searching existing literature
- Q# 4** A: Explain functions of attitudinal scales and difficulties in developing it?
B: Differentiate between nominal and ordinal scale.
- Q# 5** A: Define variable and explain its types from view point of causation
B: Differentiate between simple random stratified and cluster sampling.
- Q# 6** A: Define hypothesis and explain functions of hypothesis.
B: Explain reliability in research methodology and what factors affect the reliability of research instrument?
- Q# 7** A: What do you mean by observation as method of data collection and explain its types?
What are the problems associated with observation when used as data collection method?
B: What are the advantages and disadvantages of Questionnaires?
- Q# 8** Briefly explain the following terms
A: Variable
B: Closed ended questions
C: Halo effect
D: Participant observation



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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.

- Q # 1: A:** What are the difficulties in defining tourism?
- B:** Explain the efforts in sustainable tourism by the Green villages of Austria.
- Q # 2: A:** Adventure tourism, culture tourism and ecotourism, when put together as one product become ACE tourism. Enumerate the advantages of this type of tourism which is called ACE tourism.
- B:** Can mass tourism enter the realm of ecotourism? Explain.
- Q # 3: A:** What are the social and ecological adverse impacts of tourism development on Mexican Mayan Heartland?
- B:** How is assessment of ecological impacts done?
- Q # 4: A:** Write notes on
- i) The economics of ecotourism
 - ii) Pro-poor tourism
- B:** What are marketing challenges to ecotourism business? Also give strengths & weaknesses of marketing intermediaries.
- Q # 5: A:** Comment on issues and challenges in biodiversity conservation.
- B:** Explain in detail the roots of conservation and on which three fronts did conservation evolve in North America?
- Q # 6: A:** What is tourism policy and why is it made?
- B:** Write short note on the following as models of governance
- i) Regulatory control
 - ii) Market regulation
- Q # 7: A:** What types of Eco-tour operators are involved in ecotourism industry and what roles do they play?
- B:** Write a note on Ecotourism program philosophy and objectives.
- Q # 8: A:** Discuss priorities suggested in book that may help achieve better balance between competing divisions of ecotourism.
- B:** Write note on tourism attractions.



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M.A./M.Sc. Part – II Annual Examination – 2022

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.

- Q. 1: A. What are the main characteristics of events?
- B. In terms of size how many types of events are there? Explain with examples
- Q. 2: A. What do you mean by the term miscellaneous events? Give suitable examples.
- B. What type of persons consists of event team and what are the main responsibilities of each of them
- Q. 3: A. What are the main elements in establishing the purpose of any kind of event? Explain with example
- B. List down the things that have to keep in mind when selecting a venue for any kind of event?
- Q. 4: A. What are the main areas to focus before staging any kind of event? Explain with relevant examples.
- B. Explain the federal trade commission act? What are the main roles and responsibilities of this commission
- Q. 5: A. Explain in detail the processes of event marketing?
- B. What do you mean by marketing mix? Explain with examples.
- Q. 6: A. What is the importance of feasibility report in staging any kind of event successfully
- B. What is the main difference between publicity and public relations? Explain with examples
- Q. 7: A. List down the major sources of advertising of an event? Explain with examples
- B. Explain the term panic payments with suitable examples?
- Q. 8: A. Explain the following terms:
- A) Cash flow.
 - B) Branding
 - C) Gantt chart
 - D) Run sheets.



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M.A./M.Sc. Part – II Annual Examination – 2022

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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- Q# 1** A: What are the two major methods of recording invoices and treating cash discounts?
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?
- Q# 2** A: What are the causes of the excess working capital?
B: What is the purpose of supporting schedules? Name some of these.
- Q# 3** A: Define preopening expenses, organizational cost and what do you mean by Covenant not to compete?
B: What are the financial components of a hotel income statement?
- Q# 4** A: What are prime costs and covers?
B: What is the concept of Responsibility Accounting?
- Q# 5** A: What are three common time-factor depreciation methods?
B: What is the purpose and scope of an audit?
- Q# 6** 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 are the two methods of computing overtime pay? Describe how each method calculates overtime pay?
- Q# 7** A: What are the advantages and limitations of ratio analysis?
B: What kind of transactions would be recorded in the financing activities section of the SCF?
- Q# 8** Define the following key terms
A: Unearned revenue
B: Business Segmentation
C: Liquidity Ratio
D: Lockbox system