



UNIVERSITY OF THE PUNJAB

M.A./M.Sc. Part – II Supply – 2020 & Annual – 2021

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 is world class service? What personnel are employed in world class hotel?
What is executive floor?
B. What are some distinctions resorts hotel and commercial hotels?
- Q # 2: A. Draw an organization chart of full service hotel with short brief
B. Classify functional areas of a hotel?
- Q # 3: A. Explain gussets cycles? What activities are involved in the four stages of
traditional gussets cycle?
B. Briefly explain Support Centre and Back of the House?
- Q # 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?
- Q # 5: A. What are the seven steps of the registration process?
B. What are some examples of special room rates?
- Q # 6: A. What are the guidelines for handling complains? What are 3 main types of request
guest make at the front desk?
B. Explain Cancellation number and Central reservation system
- Q # 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?
- Q # 8: Explain any four the following?
- 1- Information directory
 - 2- Master folio
 - 3- Transaction file
 - 4- Overstay



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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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- Q#1 A. What is the combination of 4P's and its impact on Hospitality Industry?
B. What is the difference between Marketing & Sales?
- Q#2 A. What is Revenue Management?
B. Define Niche Marketing?
- Q#3 A. What is the importance of a Marketing Plan?
B. What are the various steps involves in making of a Marketing Plan?
- 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 methods of communication in an ideal sales office?
- Q#6 A. What are the professional usages of a device called Telephone?
B. What are the telephone communication skills?
- Q#7 A. What are the etiquettes of receiving a professional incoming call?
B. What are the techniques which can enhance our listening skills?
- Q#8 Define the following Key Terms
- A. Requirements of Special People
 - B. Merchandising
 - C. Account Management
 - D. Independent Hotel representative



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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.

- Q# 1 A:** Define research and explain characteristics of research.
B: Explain in detail first three steps of 8 step-step model.
- Q# 2 A:** Differentiate between descriptive, correlational and explanatory research?
B: Define and explain in detail the characteristics of hypothesis?
- 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 in detail the functions and place of literature review in research?
B: Define variable and explain its types from view point of measurement
- Q# 5 A:** Briefly explain the information included in the contents of research proposal?
B: What are the ethical issues relating to a researcher participant?
- Q# 6 A:** Explain various study designs according to reference period?
B: What are the two major approaches of data collection and how data is collected using these approaches?
- Q# 7 A:** Explain the forms of questions in data collection.
B: What is validity in research methodology, explain types of validity concept in research?
- Q# 8** Define the followings
A: Halo effect
B: Open ended questions
C: Retrospective study design
D: Hypothesis



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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 is the background and concept of sustainable development?
- B:** Elaborate the importance of tourism attractions as fundamental element of tourist experience.
- Q # 2: A:** Write a note on wildlife tourism.
- B:** Write a note on Adventure tourism.
- Q #3: A:** What is carrying capacity, what role can it play in either destructing or preserving the originality of a destination?
- 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?
- Q # 4: A:** Explain in detail the development theory.
- B:** What is core and periphery concept?
- Q # 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?
- Q # 6: A:** Explain collaborative management.
- B:** Describe Policy implementation framework.
- Q # 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.
- Q # 8: A:** What are the benefits of Eco guide program? And what are six stages of sustainable tour guiding?
- B:** Explain the examples of jaguar and turtle being misused in name of ecotourism.



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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.

- Q#1 A. What is the difference between Regional event and a major event?
B. What are the main steps involving in designing of an event?
- Q#2 A. Explain the Tear Down process?
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?
B. How can we manage the risks & hazards?
- Q#4 A. What is the difference between Shift Routine & Specific tasks?
B. What is the importance of leadership?
- Q#5 A. How the emergency procedures should be implemented?
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 Management Company?
B. What is the process of reporting the Incident happened during the event?
- Q#7 A. What are the steps of improving communication skills?
B. Define the Role of an event manager in detail?
- Q# 8 Define the following key terms
- A. Protocol for Speakers
B. Symbols of Japanese wedding
C. Rules of flag flying
D. People Management



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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 is the concept of Responsibility Accounting?
B: What is included in the Cost of Food Sales account? Do these items increase or decrease cost of food sold?
- Q# 2** A: What are three common time-factor depreciation methods?
B: What is the contribution margin percentage and how is it computed?
- Q# 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
- Q# 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
- Q# 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?
- Q# 6** A: What is the importance of the adequate working capital?
B: What are the advantages and disadvantages of being a franchisee?
- Q# 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?
- Q# 8** Define the following Key Terms
A: Retained earnings
B: MACRS
C: Cash Budget
D: Occupancy