

## TS-6: TOURISM MARKETING (TUTOR MARKED ASSIGNMENT)

Course Code: TS-6

Programme: BHM

Total Mark: 100

Assignment Code: TS-6/TMA/2020

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**Note:** This TMA consists of **ten questions**, out of which you have to **answer any five**. The questions carry **20 marks each** and should be answered in about **600 words**.

Send your TMA to the Coordinator of your Study Centre.

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1. Explain the terms 'marketing' and 'marketing organisations'? Discuss various possible job positions and job descriptions in a full scale marketing department. 20
2. What are the major variables for segmenting tourism markets? Explain any three variables citing appropriate examples. 20
3. What do you understand by Competitive analysis? Explain various strategic options of analyzing competition in the travel trade. 20
4. Write short notes on the following in about 150 words each: (5x4=20)
  - a) Purpose of Market Research
  - b) Market Surveys
  - c) Application of Forecasting in tourism
  - d) Role of technology in tourism marketing
5. Why should the local bodies have a say in tourism development? What role can the local bodies play in tourism marketing? 20
6. Write notes on the following in about 300 words each: (10x2=20)
  - a) NGO's intervention in tourism
  - b) Role of Travel Marts in tourism promotion
7. Discuss the relevance and application of the Fifth P in Tourism Marketing. 20
8. Discuss how regions, cities and leisure spots can be marketing as tourism products. 20
9. How should India market its local food to the tourists? 20
10. What are the characteristics of Accommodation Marketing? List challenges that Star category hotels may face in marketing and suggest steps to overcome them. 20

**TS-3: MANAGEMENT IN TOURISM  
(TUTOR MARKED ASSIGNMENT)**

**Course Code: TS-3**

**Total Marks: 100**

**Programme: BHM**

**Assignment Code: TS-3/TMA/2019-20**

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**Note: This TMA consists of ten questions, out of which you have to attempt any five. The question carries 20 marks each and should be answered in about 500 words. Send your TMA to the Coordinator of your Study Centre.**

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- Q.1** What do you understand by Managerial Roles? What are the responsibilities of a Manager? 20
- Q.2.** Who is an entrepreneur? Discuss the qualities required to be an entrepreneur. 20
- Q.3** Discuss the importance of human resource development in tourism services. 20
- Q.4** What do you understand by decision making? List the steps in decision making. 20
- Q.5.** Write short notes on : 5X4= 20
- a) Delegation of Authority
  - b) Management Information System
  - c) Planning Skills
  - d) Organisation Culture
- Q.6.** Discuss the importance of Human Resource Management in Tourism. 20
- Q.7.** What do you understand by financial management? What steps would you take for managing cash? 20
- Q.8** Discuss the importance of product knowledge in packaging tours. 20
- Q.9.** Discuss the various forms of challenges faced by the PR department. 20
- Q.10.** Explain the importance of control system in food services. 20

# Communication Skills in English (BEGE-103)

## Assignment

Assignment Code: BHM/BEGE-103/TMA/2019-2020

Max. Marks: 100

**Note: Answer all questions**

- 1 Write short notes on the following: 20
- i The difference between dialect, accent and style
  - ii Code mixing and code switching

- 2 What are some of the components of soft skills and why is it important to have these skills? 20

- 3a Your friend's mother has passed away. Write a letter offering condolences to your friend. Mention the relationship that you yourself had with her. 10

- 3b Discuss some of the questions that are commonly asked during an interview. 10

- 4 You are working in the farming sector. Write a report on any one of the following: 20

i Global warming taking a toll on our agricultural output

ii Ways to modernize the farming sector

(You could look up reference material including the Internet for points. However, be careful that you must acknowledge the source where you take your information from.)

- 5 What is the purpose of a group discussion? What is the difference between a general group discussion and an interview group discussion? You have to participate in a group discussion as part of a job interview. How would you prepare yourself? 20

**TS-7: HUMAN RESOURCE DEVELOPMENT  
(TUTOR MARKED ASSIGNMENT)**

**Course Code: TS-7**

**Total Marks: 100**

**Assignment Code: TS-7/BHM/2019-20**

Note: Attempt any five in about 500 words.

Each question carries 20 marks.

Send your TMA to the Coordinator of your Study Centre.

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1. Write a detailed note on Human Resource Information Systems (HRIS) highlighting the approaches for an effective HRIS. 20
2. Discuss the concept of Job Evaluation. Also, explain any two methods of Job evaluation. 20
3. What are the characteristics of Personnel Management? Discuss the functions of personnel management. 20
4. Discuss the importance of interview as a selection tool. Support your answer with the help of suitable examples. 20
5. Write short notes on the following: 4 X 5 = 20
  - i. Uses of task analysis
  - ii. Induction Process
  - iii. Maslow's Theory
  - iv. Performance Appraisal
6. What is the need for staff training? What are the various methods of training commonly used in the tourism and hospitality industry? 20
7. Discuss the importance of Employee Motivation for the purpose of Job enrichment and Productivity. Support your answer with suitable examples from the service industry. 20
8. What is the need of Career Planning? Discuss the steps of Career Planning Process. 20
9. Discuss the Aims, Principles and Components of Salary Administration. What is the process of evolving a salary structure? Explain with help of examples. 20
10. Differentiate between the following: 4 x 5 = 20
  - i. Job analysis and Job Description
  - ii. Recruitment and Selection Employee
  - iii. Counselling and Employee Motivation
  - iv. Retrenchment and Lay off

**TS-1: MANAGEMENT IN TOURISM  
(TUTOR MARKED ASSIGNMENT)**

**Course Code: TS-1**  
**Total Marks: 100**

**Programme: BHM**  
**Assignment Code: TS-1/TMA/2019-20**

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**Note: This TMA consists of ten questions, out of which you have to attempt any five. The question carries 20 marks each and should be answered in about 500 words. Send your TMA to the Coordinator of your Study Centre.**

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- Q.1** Define the concept of tourism. Elaborate the various tourism products and services involved in tourism industry. 20
- Q.2** Explain different sources of data for the history of tourism and their relevance to the tourism industry. 20
- Q.3** Discuss the primary and secondary constituents of tourism industry. 20
- Q.4** write a detailed note on role of transport in tourism. 20
- Q.5** What do you understand by travel agency? Explain its operations in detail. 20
- Q.6** What are various “environmental concerns” in relation to India’s biodiversity and geography. 20
- Q.7** Write short notes on the following : 5X4=20
- a. Alternative Tourism
  - b. Street Guide
  - c. Silk Route
  - d. Grand Tour
- Q.8** Who is a Guide? What are the leadership qualities that a guide should possess? 20
- Q.9** Define infrastructure. Explain the role of Public and Private sector in the area of infrastructure. 20
- Q.10** What do you understand by threats and obstacles to tourism ? Explain with the help of examples. 20