

**INSTITUTE OF HOTEL MANAGEMENT
CATERING TECHNOLOGY & APPLIED NUTRITION
P-16, TARATALA ROAD, KOLKATA-700088**

Ref No: CT/AD-4(1)/22-23/2520

Dated:23/02/2023

EXAMINATION CELL

IGNOU ASSIGNMENT FOR ALL B.SC. STUDENTS

All three year B.Sc. in Hospitality and Hotel Administration students are hereby informed that IGNOU assignment question paper for the session July 2022-23 has been published. You are advised to submit your assignment to concerned study centre as per the guidelines stipulated in IGNOU assignment notification attached with this notice.

Please note the last date of submission of assignment is **15th April,2023.**

For our Institute the following will be used as regional centre and study centre:

REGIONAL CENTRE	STUDY CENTRE
IGNOU REGIONAL CENTRE BIKASH BHAVAN NORTH BLOCK, 4TH FLOOR SALT LAKE KOLKATA-700091 Phone (033) 2334 9850 E-mail : rckolkata@ignou.ac.in	Dinabandhu Andrews College Garia, Kolkata – 700 084 Study Centre Code :2814 +91-33-4300708

You are also requested to use the designed cover page during submission of your assignment.

Any other clarification contact examination cell.



Ashok Kumar Prasad
Principal In- Charge



ignou

**THE PEOPLE'S
UNIVERSITY**

Enrolment No:

Name:

Address:

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Course Title:

Course Code:

Assignment No:

Study Centre:

Phone No.:

Email ID:

Date:

Signature:

B.Sc. in Hospitality and Hotel Administration (July 2022-23 Session)

**Assignments Booklet
BHM**

**BEGE-103
BEVAE-181
TS-1
TS-3
TS-6
TS-7**



**School of Tourism and Hospitality Services Management
Indira Gandhi National Open University Maidan Garhi,
New Delhi – 110 068**

BHM ASSIGNMENTS

Dear Student,

You will have to do **one** assignment in each of the courses in B.Sc. in Hospitality and Hotel Administration which is Tutor Marked Assignment (TMA).

Note: All Assignments must be **submitted in time** and they should be **sent to the Coordinator of your Study centre**. You must mention your Enrolment Number, Name, Address, Assignment Code and IHM Code on the first page of the assignment.

You must obtain a receipt from the Study centre for the assignments submitted and retain it. If possible, keep a photocopy of the assignments with you.

After evaluation, the assignments have to be returned to you by the Study centre. Please insist for this and keep them as a record with you. The Study centre has to send the marks to the respective Regional Centre of Indira Gandhi National Open University.

GUIDELINES FOR DOING ASSIGNMENTS

We expect you to answer each question on the basis of your study of the printed material. In some cases we have asked you questions about your City/Region/State. There, you may have to take help from additional material. If you are unable to find such material on your own, kindly contact your Counsellor at the Study centre. You will find it useful to keep the following points in mind:

- 1) **Planning:** Read the assignments carefully. Go through the Units on which they are based. Make some points regarding each question and then rearrange them in a logical order.
- 2) **Organisation:** Be a little selective and analytic before drawing up a rough outline of your answer. Give adequate attention to your introduction and conclusion.
Make sure that your answer: a) is logical and coherent; b) has clear connections between sentences and paragraphs, and c) is written correctly giving adequate consideration to your expression, style and presentation.
- 3) **Presentation:** Once you are satisfied with your answer, you can write down the final version for submission, writing each answer neatly and underlining the points you wish to emphasise.

Wishing you all the best.

Dr. Jatashankar R. Tewari
Programme Coordinator, BHM & MHA

ASSIGNMENT SUBMISSION SCHEDULE

Course	Last Date for June Session	Last Date for December Session
TS-1	April 15, 2023	October 15, 2023
BEVAE-181	April 15, 2023	October 15, 2023
BEGE-103	April 15, 2023	October 15, 2023
TS-3	April 15, 2023	October 15, 2023
TS-6	April 15, 2023	October 15, 2023
TS-7	April 15, 2023	October 15, 2023

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

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

**Programme: BHM
Assignment Code: TS-1/ TMA/ 2022-23**

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 600 words each. Send your TMA to the coordinator of your Study Centre.

1. What are the essential features of a tour? Why is a package tour a popular phenomenon? 20
2. Briefly explain the different forms of tourism. 20
3. Define the following:- (5X4=20)
 - (a) Alternative Tourism
 - (b) Sustainable Tourism
 - (c) VFR
 - (d) Business and Incentive Travel
4. Discuss the importance of the Silk Route & Grand Tour in the history of tourism. 20
5. Discuss the fundamental aims and objectives of UNWTO. 20
6. Define the following:- (5X4=20)
 - (a) TAAI
 - (b) FHRAI
 - (c) IATO
 - (d) PATA
7. How seasonal festivals can become outlets of handicrafts, handlooms as well as destination of attraction for the tourists. Explain with examples. 20
8. What are the different parameters to be considered by Tour Operators while working on a tour programme. Illustrate with the help of Examples. 20
9. What are the different types of Maps? What is the importance of **Salva Sutra and Arthashastra** in the history of map making in India? 20
10. What do you mean by product in Tourism? What are the five major characteristics of service product? 20

**AECC on Environment Studies (BEVAE-181)
Tutor Marked Assignment**

**Course Code: BEVAE-181
Assignment Code: BEVAE-181/TMA/2022-23
Maximum Marks: 100**

Note: Attempt all questions. The marks for each question are indicated against it.

PART-A

1. Why ecological significance of forest is more important in present day context? Explain. (8)
2. Answer the following questions in about 125 words each. (4x5=20)
 - a) Explain the characteristics of Western Ghats for inclusion as Biodiversity hotspots.
 - b) Why hydropower is regarded as the best source of energy? Explain it in detail.
 - c) The importance of Biomass has been increasing day by day in our surroundings among renewable resources. Explain it with suitable examples.
 - d) How does air pollution affect the atmospheric processes?
 - e) What is Disposal of waste? Why segregation of waste is needed?
3. Explain the human-environment relationship by taking examples of biotic and abiotic components? (7)
4. "As humans civilisation progressed, man started altering the environment in the pursuit of creating an economic, social and cultural environment of his own choice. This slowly resulted in the depletion of natural resources and degradation of environment." Explain it in context of national legislations of water acts? (7)
5. "Biosphere reserves are internationally recognised areas established to promote and demonstrate a balanced relationship between Humans and the Biosphere." Elaborate this statement in the context of conservation of nature? (8)

PART-B

6. Explain the following terms in about 60 words each: (2x4=8)
 - a) Seed Bank
 - b) Incineration
 - c) Biological Oxygen Demand
 - d) Public Health
7. Answer the following questions in about 150 words each. (5x4=20)
 - a) What is lentic and lotic ecosystem? Explain these two with suitable examples.
 - b) What is ecological succession? Explain the types of succession with suitable diagrams.
 - c) Explain the biocentrism and ecocentrism in context of human's attitude towards nature?
 - d) Define natural calamities and its types with suitable examples.
8. Explain the causes of ozone depletion? How do ultraviolet rays affects human health, animals, plants, micro-organisms, water and air quality. (7)
9. "Education for environmental awareness is essential for the younger generation as well as for the older generation." Explain the statement with suitable examples. (7)
10. "Water Harvesting is one of the effective measures to combat drought." Explain this statement with suitable arguments. (8)

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

**Course Code: TS-3
Total Marks: 100**

**Programme: BHM
Assignment Code: TS-3/ TMA/2022-23**

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 600 words each. Send your TMA to the coordinator of your Study Centre.

1. What do you understand by Managerial roles, Tasks & responsibilities? 20
2. What are the different dimensions of organisational culture? Discuss the components of Organisational Structure. 20
3. How would you define Planning? What are the various steps involved in formulating a plan? Explain with an example. 20
4. Define the following:- (5X4=20)
 - (a) Feedback Control
 - (b) Importance of Effective Communication
 - (c) MOT
 - (d) Budgetary Control
5. What are group Norms and Values? How can a small group influence the behaviour of its members? 20
6. Discuss the importance of Human Resource Management & Human Resource Planning in Tourism? 20
7. What are the different types of Budget? What is the importance of Budgeting in the tourism Industry? 20
8. How do you perceive the role of technology in future tourism operations? What is the role of Artificial Intelligence in Tourism industry? 20
9. Formulation of a Project generally culminates in the preparation of a Project Report. Elaborate. 20
10. What is the role of PR services in marketing a tourism product/destination? Discuss the Challenges for PR in Indian Tourism. 20

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

**Course Code: TS-7
Total Mark: 100**

**Programme: BHM
Assignment Code: TS-7/TMA/2022-23**

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 600 words each. Send your TMA to the coordinator of your Study Centre.

- 1 Define Human Resource Planning? List the objectives of human resource planning. **20**
- 2 What do you mean by manpower forecasting? What are various types of manpower forecasting? Explain macro-forecasting with example. **20**
- 3 Write an essay on 'Computer Application in Human Resource Management'. **20**
- 4 Write short notes on the following in about 150 words each: (4 x 5=20) **20**
 - a. Human Resource
 - b. Human Resource Audit
 - c. Job Description
 - d. Sources of Recruitment
- 5 Define motivation? Explain any two theories of motivation with suitable example. **20**
- 6 What are the various methods of training? Explain off-the-job training methods with suitable examples. **20**
- 7 What are the components of Salary? Explain each with suitable examples. **20**
- 8 What are the various causes of indiscipline? Explain each with examples. **20**
- 9 What is Career Planning? Differentiate between Career and manpower planning. **20**
- 10 What do you mean by Counseling? List the various skills and techniques required to be an excellent counselor. **20**

Elective Course in English (BEGE-103)
Communication Skills in English

Course Code: BEGE-103
Total Mark: 100

Programme: BHM
Assignment Code: BEGE-103/TMA/2022-23

Answer all questions.

1. Write short notes on any four (04): 4 x 5 = 20
 - a) Irony
 - b) Paradox
 - c) Simile and Metaphor
 - d) Oxymoron
 - e) Euphemism
 - f) Antithesis

2. Explain with examples: 4 x 5 = 20
 - a) Dialect
 - b) Accent
 - c) Style
 - d) Code mixing
 - e) Code switching

3. Prepare your Curriculum Vitae in about 250 words. 20

4. Enumerate the essentials of oral communication at a formal level. Differentiate between information and communication? 20

5. Write a Report on any one of the following: 20
 1. Women's Day celebration in your college
 2. Vaccination Camp organised in your locality
 3. Impact of on-line learning on children
 4. Pollution Drive by the local authorities

OR

6. You purchased an Air Conditioner through Amazon. When installing it, you discovered that air filter is missing. Write a letter of complaint to the relevant person in the organization.
 - asking how such an error happened
 - stating how this mistake has caused inconvenience to you
 - asserting that you would expect a replacement as soon as possible

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

**Course Code: TS-6
Total Mark: 100**

**Programme: BHM
Assignment Code: TS-6/TMA/2022-23**

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 each. Send your TMA to the Coordinator of your Study Centre.

1. Explain, citing relevant examples, why marketing of tourism is a complex process. 20
2. What is meant by market segmentation? Discuss variables used for tourism market segmentation. 20
3. Define competitive analysis and competitive strategies. Why are they necessary in tourism marketing? Give suitable example. 20
4. Mention the purposes for which familiarization tours are conducted. Who all would you invite for the tour and which type of destination will be visited? 20
5. Define Product Mix, Product line and Product item. What factors should be considered while designing a tourism product? 20
6. What is meant by sustainable tourism? How does socially responsible marketing contribute to the sustainable development of a destination? 20
7. Discuss the role and importance of National Tourist Organisation in the marketing of tourism destination. 20
8. Write a detailed note on the 5th P in tourism marketing. Support your answer with suitable example. 20
9. Describe the various levels of the distribution channels for tourism products and services. Also explain the factors which influence the selection of distribution channels. 20
10. Write short notes on the following in about 150 words. (4x5=20)
 - a) Purpose of market research
 - b) AIDA Formula
 - c) Brochures as Promotional tool
 - d) NGO's role in creating tourism awareness