

## 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.

### GUIDE LINES 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 point 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
TS-1	March 31, 2025
BEVAE-181	March 31, 2025
BEGE-103	March 31, 2025
TS-3	March 31, 2025
TS-7	March 31, 2025
TS-6	March 31, 2025
BFO-006	March 31, 2025

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

**Course Code: TS-6**

**Programme: BHM**

**Total Mark: 100**

**Assignment Code: TS-6/TMA/2025**

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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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1. What is the significance of market segmentation in tourism? Explain the various market segmentation variables. 20
2. What is Competitive Analysis? Discuss various strategic options an enterprise can adopt to counter its competitors. 20
3. Compare and contrast the roles of National Tourist Organisation and the Local Bodies in the marketing of India as a tourism destination. 20
4. Discuss the role and application of technology in tourism. 20
5. Define Peak and Lean Tourist Seasons. Describe with suitable examples how seasonality affects tourism. 20
6. Explain important costs that a potential tourist may incur. Discuss the pricing objectives followed by tourism enterprises. 20
7. Differentiate between Advertising and Public Relations. Explain the sales and promotion methods adopted by Travel Agencies. 20
8. Write notes on the following in about 300 words each: (2x10=20)
  - a) NGO's intervention in tourism
  - b) Familiarization tours
9. What are the Direct Operating Costs and Indirect Operation Costs of an Airline? Describe the specific features of airline marketing. 20
10. Write short notes on the following in about 150 words. (4x5=20)
  - a) Purposes of Market Research
  - b) Factors which affect the preparation of forecasting
  - c) Differentiate between Social Marketing and Socially Responsible Marketing
  - d) Levels of Distribution Channels

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

**Course Code : TS-7**

**Programme : BHM**

**Total Marks : 100**

**Assignment Code : TS-7/TMA/2025**

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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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1. Define Human Resource Planning? Explain the need of human resource planning in hospitality Industry. **20**
2. Draw the organization structure of Personnel office of an mega Tour Operation organization and describe the role of Human Resource Manager of the organization. **20**
3. Define Human Resource Information System? Highlight advantages and dis-advantages of computer based human resource information system. **20**
4. Explain various methods of 'on-the-job training' with suitable examples. **20**
5. Define motivation? Briefly explain any two theories of motivation with suitable examples. **20**
6. What do you mean by Job Evaluation? List the advantages of Job Evaluation? **20**
7. What do you understand by sexual harassment? List the code of conduct prescribed by National Commission for Women. **20**
8. List the various statutory welfare provisions? Briefly explain Employees State Insurance Act in detail. **20**
9. What are various components of Salary? Explain any two components with suitable examples. **20**
- 10 Write short notes on any four: **(5 × 4 = 20)**
  - a. Selection Test
  - b. Maternity Benefit Act
  - c. Induction
  - d. Need for Counselling
  - e. Human Resource Accounting

## **BFO-006: Professional Ethics (Tutor Marked Assignments)**

**Course Code: BFO-006**  
**Total Marks: 100**

**Programme: BHM**  
**Assignment Code: BFO-006/TMA/2025**

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**Note:** This TMA consists of ten questions, out of which you have to attempt any five. The questions carries 20 marks each and should be answered in about 600 words each. Send your TMA to the coordinator of your Study Center.

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1. What types of works are protected under copyright law? Explain each with suitable examples. **20**
2. Write a note on 'Ethics and Etiquette on Social Media'. **20**
3. What do you mean by 'business ethics'? What are the essential characteristics of business ethics? Briefly explain the significance of business ethics. **20**
4. What kinds of major ethical issues to be followed in electronic media? Explain. **20**
5. Provide a brief overview of the evolution of ethics in Western philosophy. **20**
6. Provide a brief overview of moral action. How is a moral action different from a non-moral action? **20**
7. Define Virtue? Explain the Socratic dictum "Virtue is Knowledge". **20**
8. What is Deontological Ethics? Explain. **20**
9. What is Meta-ethics? Briefly explain the various branches of Meta-ethics. **20**
10. Briefly explain the significance of Emotivism in moral philosophy. **20**

## Tutor Marked Assignment AECC on Environment Studies

**Course Code: BEVAE-181**  
**Maximum Marks: 100**

**Programme: BHM**  
**Assignment Code: BEVAE-181/TMA/2025**

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

### PART-A

1. "To achieve the desired goal of Sustainable Development, societies have to make certain transitions which are very much essential." Justify the statement in about 250 words (8)
2. Differentiate between the following terms by giving suitable examples in about 125 words each: (4x2=8)
  - (a) Primary and secondary succession
  - (b) Direct and indirect use value of biodiversity
3. Answer the following questions in about 150 words each. (5x4=20)
  - (a) What is biodiversity hotspot? Why is India considered as a mega biodiversity hotspot?
  - (b) Describe the life forms of aquatic ecosystem found in different zones with suitable examples and diagrams.
  - (c) Differentiate between the surface and ground water. Describe the factors responsible for degradation of water.
  - (d) Write a short note on carbon cycle with the help of a diagram.
4. How does Forest Right Act, 2006 help tribal and forest dwellers in India? Explain with suitable examples in about 200 words. (7)
5. Critically evaluate the status of non-conventional energy resources in India. Elucidate your answer with suitable examples in about 200 words. (7)

### PART-B

6. Explain the following terms in about 60 words each: (2x4=8)
  - (a) Ecofeminism
  - (b) Geographical and Social Inequity
  - (c) Ozone Layer Depletion
  - (d) Acid Rain
7. Answer the following questions in about 150 words each. (5x4=20)
  - (a) Explain any four impacts of improper waste disposal with suitable examples.
  - (b) How does Landfilling act as an important method of waste disposal? Explain.
  - (c) Describe the role of Central Pollution Control Board (CPCB) as an institution for monitoring the pollution levels of environment.
  - (d) How do collective actions help in addressing environmental issues and concerns? Explain.
8. "Habitat destruction is recognized as most significant threat to global biodiversity." Elucidate the statement with respect to present day context in about 200 words. (7)
9. "Polluted water is a threat to our health and survival of life forms" Explain it with respect to different agents of water pollutants in about 200 words. (7)
10. "The ratio of those killed to those affected by natural disasters depend on the type of calamity, degree of preparedness and the density of population" Justify the statement with Explain your answer with suitable arguments and examples in about 250 words. (8)

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

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

**Programme: BHM  
Assignment Code: TS-1/TMA/ 2025**

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

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1. Describe the historical evolution and development of tourism from ancient times till Modern period. 20
2. What are the Primary and Secondary Constituents of Tourism Industry? 20
3. Explain the Four Tier Framework of a Tourism System. 20
4. Discuss the importance of the Silk Route & Grand Tour in the history of tourism. 20
5. Write short notes on the following: - 5X4=20
  - a) Multiplier Effect
  - b) Subsidiary Services in Tourism
  - c) Economic impacts of Tourism
  - d) History of Maps
6. Discuss the characteristics of Service Product with the help of examples from tourism industry. 20
7. What are the various types of tourist accommodations? Discuss the Air BnB model of accommodation in brief. 20
8. What is the importance of information in Tourism Industry? What are the sources of information available to tourists? 20
9. Discuss the role of local bodies and officials in the development of tourism at destinations. 20
10. What do you understand by performing arts? Discuss the role of performing arts in destination development. 20

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

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

**Programme: BHM  
Assignment Code: TS-3/TMA/2025**

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

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1. What do you understand by Management? Discuss different Management Levels and Skills. 20
2. What do you understand by Entrepreneurship? What are the qualities required to become a successful entrepreneur in tourism sector? 20
3. Discuss the various management issues in tourism sector. Support your answer with suitable examples. 20
4. What is Planning? Explain the various steps involved in formulating a plan with examples from tourism industry. 20
5. What do you mean by Management Control? Explain the steps involved in control process. 20
6. What do you understand by Human Resource Planning? What role appraisal system plays in motivating employees? 20
7. What is FAM tour? Discuss the importance of product knowledge in packaging tours. 20
8. Write short notes on the following: (5x4=20)
  - a) SWOT Analysis
  - b) Fixed & Variable cost
  - c) Budgetary Control
  - d) Steps in decision making
9. What do you understand by convention tourism? Discuss in detail with the help of examples. 20
10. Write a note on the role of Artificial Intelligence in tourism industry. 20