

Exam Code: 113905

Paper Code: 5241

Programme: Bachelor of Vocation (Hospitality and Tourism)

Semester: V

Course Title: Tourism Policy in India

Course Code: BVHL-5661

Time Allowed: 3 Hours

Max Marks: 80

Attempt five questions in all, selecting atleast one question from each section. Fifth question may be attempted from any section. Each question carries 16 marks.

Section -A

Q.1 Write a detailed note on need and origin of Tourism policy in India (250-300 words).

Q.2 Describe the impact of Tourism policy of India on Accommodation and Tourism.

Section-B

Q.3 Enlist various organisations involved in Tourism planning in India and also discuss the role of these organisations in planning tourism policies in India.

Q.4 Enlist the steps in the plan of action in Tourism policy 1992.

Section-C

Q.5 Discuss the following in 100-150 words each

- i. Tourism and NITI Aayog ii. ASSOCHAM.

Q.6 Write a short note on TFCI (Tourism Finance Corporation of India) and also enlist aims and objectives of TFCI.

Section-D

Q.7 Write a detailed note on Punjab tourism including various initiatives by Punjab tourism to promote tourism in Punjab.

Q.8 Write a detailed note on Himachal Pradesh (HP) tourism including various initiatives by HP tourism to promote tourism in HP.

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Paper Code: 5242

Programme: Bachelor of Vocation (Hospitality and Tourism)

Semester: V

Course Title: E-Tourism

Course Code: BVHL-5662 ✓

Time Allowed: 3 Hours

Max Marks: 80

Attempt five questions in all, selecting atleast one question from each section. Fifth question may be attempted from any section. Each question carries 16 marks.

Section -A

1. Define e-tourism. Which type of e-tourism model is more evident in the present tourism industry? Explain your opinion.
2. Discuss in detail the role of the tourism information system and its application in the travel and tourism business.

Section -B

3. Explain the working of a C2C business model in the context of the tourism industry.
4. Write a note on the growth and development of IRCTC and its future areas of business operation.

Section -C

5. What are the functions of GDS? Compare and contrast CRS and GDS.
6. What is a travel blog? How can it be used for improved travel across the world?

Section -D

7. What is ethics? How to put ethics in e-businesses? Also, discuss the factors that a business should consider before deciding to sell its products on the internet.
8. Discuss the benefits and risks associated with online payments

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Programme: Bachelor of Vocation (Hospitality and Tourism)

Semester: V

Course Title: Public Relations and Tourism Journalism

Course Code: BVHL-5663 ✓

Time Allowed: 3 Hours

Max Marks: 80

Attempt five questions in all, selecting atleast one question from each section. Fifth question may be attempted from any section. Each question carries 16 marks.

Section – A

Q1: Explain in brief the meaning of Public Relations. What are its various objectives?

Q2: What does the target audience in Public Relations include? Why is target audience important in public relations?

Section – B

Q3: What are the several principles of Public relations plan?

Q4: What are the fundamental values of ethics in Public Relations?

Section – C

Q5: Briefly explain the meaning of Journalism. Enlist the different types of Journalism.

Q6: Describe the roles and functions of Journalism.

Section – D

Q7: Explain the role of Public Relations in Travel & Tourism Industry?

Q8: How is mass communication beneficial in Public Relations?

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Paper Code: 5244

Programme: Bachelor of Vocation (Hospitality and Tourism)

Semester: V

Course Title: Basic Research Methodology

Course Code: BVHL-5664

Time Allowed: 3 Hours

Max Marks: 80

Attempt five questions in all, selecting atleast one question from each section. Fifth question may be attempted from any section. Each question carries 16 marks.

Section-A

- Q.1 What do you mean by research and enlist six characteristics of good research?
- Q.2 Write a detailed note on the significance of research in Tourism and Hospitality industry.

Section-B

- Q.3 Elaborate the following in 45-50 words each:
- | | |
|------------------|-----------------------|
| i. Hypothesis | iii. Secondary data |
| ii. Primary data | iv. Literature review |
- Q.4 Elaborate the following in 45-50 words each:
- | | |
|------------------------|-----------------------|
| i. Research problem | iii. Research Design |
| ii. Research Variables | iv. Literature review |

Section-C

- Q.5 What is research data? Differentiate between primary data and secondary data.
- Q.6 What do you mean by research questionnaire? Elaborate the role of questionnaire in the collection of primary research data.

Section-D

- Q.7 Explain the relevance of research in decision making in various functional areas of management.
- Q.8 Elaborate the following in 85-90 words each:
- | | |
|--------------------|-----------------------------|
| i. Research report | ii. Citation and references |
|--------------------|-----------------------------|

Exam Code: 113905

Paper Code: 5245

Programme: Bachelor of Vocation (Hospitality and
Tourism) Semester: V

Course Title: Food and Beverage Service Management

Course Code: BVHL-5665

Time Allowed: 3 Hours

Max Marks: 80

Attempt five questions in all, selecting atleast one question from each section. Fifth question may be attempted from any section. Each question carries 16 marks.

Section A

- Q1. Write the principles and objectives of food and beverage control system?
- Q2. Food cost control of a hotel faces many obstacles. Enumerate and explain these obstacles.

Section B

- Q3. Define purchasing. Explain the purchasing procedure in a five star hotel.
- Q4. Write the standard procedure for receiving and storing of perishable and non perishable food products in star hotel?

Section C

- Q5. What is Cellar and what are the various records prepared in the cellar along with its importance?
- Q6. Why restaurant required menu card and its importance?

Section D

- Q7. Write the difference between Fixed cost and variable cost and how these help in sales?
- Q8. Find out the basic reason changes in Break-even Sales and write importance's of Inventory.

Exam Code: 113905

Paper Code: 5246

Programme: Bachelor of Vocation (Hospitality and Tourism) Semester: V

Course Title: International Cuisines

Course Code: BVHL-5666

Time Allowed: 3 Hours

Max Marks: 80

Attempt five questions in all, selecting atleast one question from each section. Fifth question may be attempted from any section. Each question carries 16 marks.

Section-A

Q.1 Write a note on five specialty dishes in the Japanese cuisine and draw four special equipment used in Japanese cooking.

Q.2 Elaborate the following terms from Chinese cuisine in 20-25 words

- | | |
|-------------|--------------|
| i. Sushi | v. Dashi |
| ii. Tempura | vi. Sake |
| iii. Soba | vii. Soachu |
| iv. Udon | viii. Wasabi |

Section-B

Q.3 Name five pasta sauces and write the method of making any one type of pasta sauce.

Q.4 Elaborate the following in 20-25 words each

- | | |
|-------------|--------------|
| i. Salt | v. Mushrooms |
| ii. Sugar | vi. Carrots |
| iii. Butter | vii. Egg |
| iv. Chicken | viii. Peas |

Section-C

Q.5 Name eight international soups with their country of origin.

Q.6 Give Spanish words to following food commodities

- | | |
|-----------|----------------|
| i. Soup | v. Potatoes |
| ii. Pasta | vi. Egg |
| iii. Rice | vii. Onion |
| iv. Salad | viii. Mushroom |

Section-D

Q.7 Elaborate the following in 20-25 words each

- | | |
|----------------|-------------------|
| i. Tortias | v. Tahini Paste |
| ii. Enchiladas | vi. Frijoles |
| iii. Hummus | vii. Tamales |
| iv. Pita Bread | viii. Quesadillas |

Q.8 Write a detailed note on American food and its popularity around the globe.

North (Mexico)

Exam Code: 113905

Paper Code: 5247

Programme: Bachelor of Vocation (Hospitality and Tourism)

Semester: V

**Course Title: Personality Skills for Hospitality and Tourism
Industry**

Course Code: BVHL-5667

Time Allowed: 3 Hours

Max Marks: 80

Attempt five questions in all, selecting atleast one question from each section. Fifth question may be attempted from any section. Each question carries 16 marks.

Section -A

1. Write a detailed note on art of good conversation. Explain the various ways of personality enrichment. (16x1)
2. Explain the following: (4x4)
 - a. Body language
 - b. Social, business & dining etiquettes
 - c. Self-esteem
 - d. Grooming & personal hygiene.

Section -B

3. Design a 10-days attitude building programme for students of B.Voc (H&T) 1st semester. (16x1)
4. What is attitude, explain? Write a note on various techniques of acquiring positive attitude. What are the various obstacles of acquiring positive attitude? (16x1)

Section -C

5. Explain the following:
 - a. Myths about time management
 - b. Type of leaders(8x2)
6. Explain the various techniques of :
 - a. acquiring leadership skills
 - b. Time management(8x2)

Section -D

7. Explain the activities needed for resume writing, formats, types and tips for creating impressive resume. (16x1)
8. Explain the following:
 - a. Internet resume & video resume
 - b. Professional dress code & body language.(8x2)