

**Exam Code: 113904**  
**(30)**

**Paper Code: 4299**

**Programme: Bachelor of Vocation (Hospitality and  
Tourism) Semester-IV**

**Course Title: Human Resource Management**

**Course Code: BVHL-4661**

**Time Allowed: 3 Hours**

**Max Marks: 80**

**Note-Attempt five questions in all, selecting one question  
from each section. Fifth question can be attempted from  
any section. Each question carries equal (16) marks.**

**Section -A**

1. What do you mean by HRM? Explain the need of HRM in Tourism & Hospitality industry ?
2. What do you understand by the term recruitment? List down the various sources of Recruitment in Hospitality industry.

**Section-B**

3. Define training and development. Explain any 4 methods of training?

4. Explain the concept of orientation and socialization in HRM.

**Section-C**

5. Explain the following terms in 25-30 Words-
- |                    |                    |
|--------------------|--------------------|
| a) Job Analysis    | e) Fringe Benefits |
| b) Work Scheduling | t) Motivation      |
| c) Placement       | g) Strikes         |
| d) Job Design      | h) Selection       |
6. Discuss the concept of leadership in HRM? Explain various types of leaderships.

**Section-D**

7. What do you mean by compensation? What are the various methods of compensating the cost of living in HRM?
8. Briefly explain the concept of layoff and lockouts? How layoff is different from lockout?

**Exam Code: 113904**  
**(30)**

**Paper Code: 4300**

**Programme: Bachelor of Vocation (Hospitality and  
Tourism) Semester-IV**

**Course Title: Tourism and Hospitality Marketing**

**Course Code: BVHL-4662**

**Time Allowed: 3 Hours**

**Max Marks: 80**

Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section. Each question carries equal 16 marks.

**Section A**

1. Briefly explain the concept marketing. Why marketing is important in Hospitality and tourism industry?
2. Elaborate the following terms in 20-25 Words:
  - Orientation
  - Price
  - Demand
  - Promotion
  - Desire
  - Virtual Reality
  - Mobile Marketing
  - Market

### Section-B

3. Explain 4P's of marketing in detail.
4. What do you mean by the marketing Orientation?  
Explain its various concepts.

### Section-C

5. Differentiate following concepts
  - Selling vs Marketing
  - Product concept vs Production concept
6. What is market? How internal and external environment impacts the activities of marketing?

### Section-D

7. What are the 7P's of marketing?
8. Explain the concept of Multimedia, virtual reality, Green Marketing and Cross cultural marketing.

**Exam Code: 113904**  
**(30)**

**Paper Code: 4301**

**Programme: Bachelor of Vocation (Hospitality and  
Tourism) Semester-IV**

**Course Title: Customer Relationship Management**

**Course Code: BVHL-4663**

**Time Allowed: 3 Hours**

**Max Marks: 80**

Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section. Each question carries equal marks.

**Section 1**

1. a. Explain Customer relationship marketing.  
b. What is loyalty? Explain the importance of loyal customer. (2X8)
2. Write a detailed note on significance of CRM in modern business management. Support your answer with suitable example. (1x16)

**Section 2**

3. Explain the following:  
a. Planning process,

- b. Segmentation,
  - c. Strategy for CRM (5,5,6)
4. Explain the process of choice of technology and organisational structure for CRM. (1x16)

**Section 3**

5. Explain the following:
- a. Project Management,
  - b. CRM in service. (2x8)
6. Explain the importance and process of implementation of CRM. (1x16)

**Section 4**

7. Explain the use of e-commerce and data mining in CRM. (1x16)
8. Explain the following:
- a. Customer loyalty
  - b. Customer decency
  - c. Customer experience management (CEM). (5,5,6)

**Exam Code: 113904**  
**(30)**

**Paper Code: 4302**

**Programme: Bachelor of Vocation (Hospitality and  
Tourism) Semester-IV**

**Course Title: Event Management**

**Course Code: BVHL-4664**

**Time Allowed: 3 Hours**

**Max Marks: 80**

**Note: Attempt five questions in total, selecting at least one question from each section. Fifth question may be attempted from any section. Each question carries 16 marks.**

**Section A**

1. List the role of an event management company while planning an event. Explain any six events.  
(04+12 = 16 Marks)
2. What are the different types of event management? Describe the important skills which are required for the staff of event industry.  
(08+08 = 16 Marks)

**Section B**

3. Why is it important to develop the concept of theme on the paper at first stage? Explain the importance of analysis of concept while designing an event.  
(08+08 = 16 Marks)

4. Explain major considerations in developing venues of the event. Plan a birthday party of a six years boy who likes the Spiderman. He has invited 20 of his friends where 14 are boys and 06 are girls. (Hint for consideration: Theme of the party, cake, seating, timing, return gifts, activities, music, etc.) (06+10 = 16 Marks)

#### Section C

5. Explain different steps involved in the event planning. Why is budget considered to be an important aspect while planning an event and how does it impact the quality of the event? (08+08 = 16 Marks)
6. Which of the equipment and tools can be used for the marketing of an event? How influential is the social media for promoting the events? (08+08 = 16 Marks)

#### Section D

7. Write short notes on the following: (04X04 = 16 Marks)
- a) Importance of safety and security
  - b) Incidental reporting
  - c) Possible risks at event
  - d) Crowd management
8. What are the different attributes required for a person who wants to be in the event management industry? Which are the areas where people with event management orientation can join as professionals? (08+08 = 16 Marks)



**Exam Code: 113904**  
**(30)**

**Paper Code: 4303**

**Programme: Bachelor of Vocation (Hospitality and  
Tourism) Semester-IV**

**Course Title: Ticketing and Consultation**

**Course Code: BVHL-4665**

**Time Allowed: 3 Hours**

**Max Marks: 80**

**Note: Attempt five questions in all, selecting at least one question from each section and fifth question may be attempted from any section. Each question carries equal marks.**

**Section A**

1. Why is coordination between different departments is important in any organization? Explain the coordination of ticketing department with transport operators.  
(08+08=16)
2. What do you mean by an itinerary? What information's you would seek from a traveller to provide a travel itinerary? Plan an itinerary for a one day for guests who would like to visit Amritsar. (02+04+10 =16)

**Section B**

3. Write down the step by step procedure to reserve, cancel and amend the booking requested by a customer. (08+04+04=16)
4. How will you interact and communicate with the following people? (05+05+06=16)
  - a) Supervisors
  - b) Colleagues
  - c) Customers

**Section C**

5. Write short notes on the following: (04x04=16 Marks)
  - a) Walk-in guest and guest with reservation
  - b) Travel agent referrals
  - c) Customer copyright
  - d) IPR
6. Write down the do's and don'ts while handling a telephone call. Why is it important to handle the customers with a high degree of respect and professionalism? (08+08=16)

**Section D**

7. "Personal hygiene practice is very important on a daily basis", comment on the statement. What are the various precautionary health measures? (08+08=16)
8. What do you mean by safety standards? List various safety tools or personal protective equipment which should be used at the workplace. What are the standard safety procedures which should be followed at workplace? (04+04+08 = 16)

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**Exam Code: 113904**  
(30)

**Paper Code: 4304**

**Programme: Bachelor of Vocation (Hospitality and  
Tourism) Semester-IV**

**Course Title: Ecotourism**

**Course Code: BVHL-4666**

**Time Allowed: 3 Hours**

**Max Marks: 80**

**Attempt FIVE questions, selecting at least ONE question  
from each Section. Fifth question may be attempted from  
any section. Each question carries 16 marks.**

**Section-A**

1. Define Eco-tourist and Write a detailed note on the nature of ecotourism.
2. Write a detailed note on the flow of energy.

**Section-B**

3. Explain mass tourism and enlist adverse effects of mass tourism on the tourist destination.
4. Categories ecotourism into different forms and enlist various principles of Ecotourism.

**Section-C**

5. Define mass tourism and enlist various characteristics of Ecotourism.
6. Write a detailed note on the economic and environmental effects of ecotourism.

**Section-D**

7. With the help of suitable examples elaborate the potential of ecotourism in Himachal Pradesh, India.
8. Write short notes on following
  - I. WTO
  - II. UNDP

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**Exam Code: 113904**  
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**Paper Code: 4305**

**Programme: Bachelor of Vocation (Hospitality and  
Tourism) Semester-IV**

**Course Title: Foreign Language (French)**

**Course Code: BVHL-4667**

**Time Allowed: 3 Hours**

**Max Marks: 40**

**Attempt FIVE questions, selecting at least ONE question  
from each Section. Fifth question may be attempted from  
any section. Each question carries 8 marks.**

**SECTION-A**

1. Write a detailed note on the role of French language in  
hospitality and tourism industry.
2. Give French equivalents to following:
  - i. Cream      iv. Stock
  - ii. Soup      v. Cheese
  - iii. Sauce      vi. Mushrooms
3. Name and write different accents used in French  
language.

**Section-B**

4. Name five fruits and vegetables in English and French.
5. Write name of months in French and English.

**Section-C**

6. Give French equivalents to following:
  - i. Day
  - ii. Month
  - iii. Year
  - iv. Morning
  - v. Good
  - vi. Bad
  - vii. Black
  - viii. White
  - ix. Hello
  - x. Bye
7. Write a detailed note on the French food and its name related to the region of its origin.

**Section-D**

8. Write name of the week days in English and give their French equivalents too.
9. Give English equivalents to following:
  - i. Creme de Tomate
  - ii. Poisson
  - iii. Poulet
  - iv. Oignon
  - v. Au Revior
  - vi. Salut
  - vii. Bonn apres-midi
  - ii. Merci